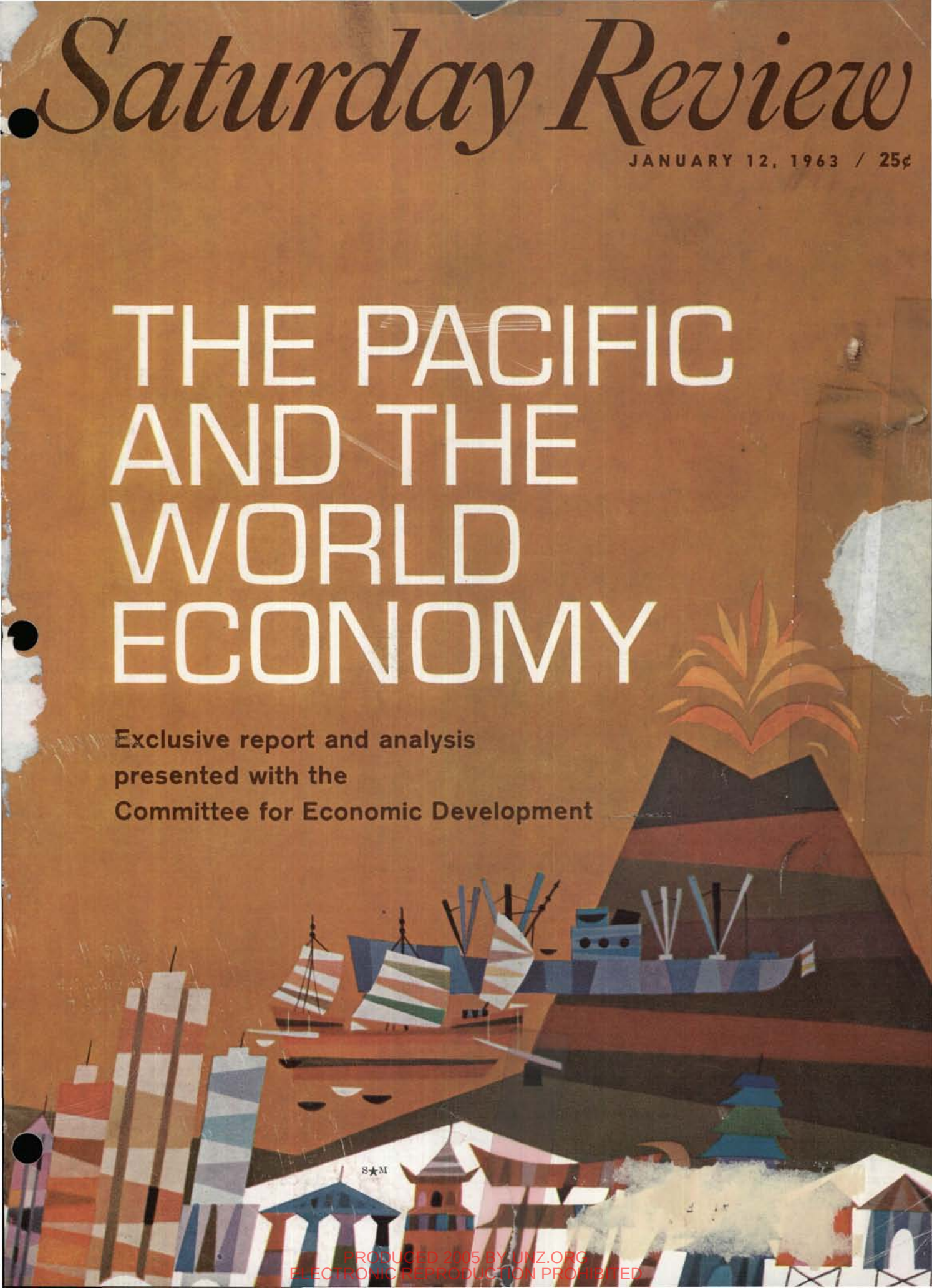
Saturday Review

JANUARY 12, 1963 / 25¢

THE PACIFIC AND THE WORLD ECONOMY

Exclusive report and analysis presented with the Committee for Economic Development



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Sixteen drivers test all the Lincoln Continentals made. These men know this car as no one else can...and they tolerate nothing short of the highest standards. For instance, as each Lincoln Continental is completed, one of these experts drives it outside and stops the engine. Then he turns on the ignition again. It must start in three seconds or less.

That is test number one, the first step in the final detailed inspection every Continental receives, culminating in an exacting road test under typical driving conditions. And the only passing mark is one hundred percent. That is true of all the other tests every Continental must pass during and after manufacture—more than 2,000 of them. Each Continental is more than a luxury automobile. It is an engineering triumph.

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LINCOLN CONTINENTAL

Product of Ford Motor Company Lincoln-Mercury Division

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For petroleum profit... watch your balance

In the oil business, it is not only the volume, but the balance that counts — balance between crude output and refined product sales. The better the balance: the better the profit.

That's why the Sinclair companies are hard at work to improve the ratio of raw material output to booming sales. This year, $92 million will be spent for oil and gas exploration and production—*the largest such outlay in five years.*

A major field in Colombia, discovered by a Sinclair company, recently went into production. Important discoveries have been made this year in the Sahara, Canada, and in the U.S.

Sinclair's liquid hydrocarbon production in 1962 is expected to average 190,000 net barrels daily, a record. Through its expanded program, *Sinclair expects to maintain production growth, to better its balance, to increase its profit.*

Sinclair

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600 FIFTH AVE., NEW YORK 20

SPE—Sinclair salutes the Society of Petroleum Engineers (a society of the American Institute of Mining, Metallurgical and Petroleum Engineers) for the many activities of its 15,000 members which increase the recovery of petroleum. Organized in 1913, SPE promotes the exchange of knowledge essential to the continued development of energy supplies.

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HORIZON

A MAGAZINE WHOSE FIELD IS THE WHOLE OF CULTURE—PAST AND PRESENT

HISTORY • ARCHAEOLOGY • PAINTING • SCULPTURE • ARCHITECTURE • MANNERS & MORES • LETTERS • HUMOR • PHILOSOPHY • PERFORMING ARTS • SATIRE • MUSIC

Three Subjects, One Object

Xerxes (left), Claudia Cardinale (top), and Blaise Pascal (below) all fit comfortably inside the hard book covers of the latest issue of HORIZON. (It's that kind of a magazine, and there simply aren't any others like it.)

All are here because, as one reader put it, "HORIZON says what civilization is." You meet Xerxes in the richly caparisoned story of Persia's 2,500 years and 90 kings — her glory, her art, her astounding endurance. You meet Claudia because this sought-after Italian-French-Tunisian actress personifies, very nicely, the new films on the international market. And you meet Pascal because this is the 300th anniversary of the death of the timeless genius who, in his 39 short and tortured years, laid the foundation for the Age of Reason.

For HORIZON's single object is to make a wide-ranging, perceptive exploration of man's long cultural adventure. This can be wonderfully stimulating for anyone who likes to keep his sheepskin pliable and his eye for culture sharpened. In all, 22 articles and pictorial features gather in good company to make up the January HORIZON. There's a look at a mysterious cipher manuscript that has defied the code-breakers for 400 years; a preview of what's next in art, from "flat realism" to "the New American Sign Painters." You'll examine the ingenious design of Boston's new City Hall, perhaps a turning point in American architecture. And there's much more.

HORIZON *is* different. It's a magazine that comes in book form — hard covers, *no* advertising. It's big (9¼" x 12¼", with more than 120 pages). And it's strikingly beautiful — with at least 100 illustrations, more than a third in fine color. Everything is elegantly done — in lively fashion — to engage your mind and delight your eye.

We invite you to try HORIZON for a year (six issues, published in odd-numbered months) at an attractive price, via the coupon below. Return it promptly, please, if you're to start with the January issue. There's only a single printing.

HORIZON SUBSCRIPTION OFFICE, 379 WEST CENTER STREET, MARION, OHIO

Please send me the January issue of HORIZON as the first of my one-year (six issue) subscription. The charge is $16.95 (regular prices: $21 a year; $4.50 a copy) under the terms checked below. I may cancel at any time without penalty.

☐ *Payment enclosed* ☐ Bill *me* $16.95

☐ Bill me in 3 monthly installments: $4.95 to start, then two of $6 each (no service charge)

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Saturday Review

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Seated, l. to r.: Bennett Cerf, Faith Baldwin, Bergen Evans, Bruce Catton, Mignon G. Eberhart, John Caples, J. D. Ratcliff
Standing: Mark Wiseman, Max Shulman, Rudolf Flesch, Red Smith, Rod Serling

Photo by Philippe Halsman

Inquiries are now being invited regarding

A serious 'workshop' course under the direction of these 12 famous writers

About two years ago, the Famous Writers School invited readers of this publication to take the School's Talent Test.

The Test was designed by these twelve famous writers to sift from the flood of inquiries those which showed writing talent worth developing.

Not surprisingly, readers of this magazine have done exceptionally well on the Test each time it has been offered. A gratifying percentage have passed and decided to enroll in the School.

Therefore we are especially pleased once again to offer the Talent Test to the readers of this publication.

Those who pass the Test and are accepted for training may have three years to complete the Course, though it is possible to finish sooner. You set your own rate of progress. This Course is not for hobbyists but for people who are determined to achieve professional success in writing, part-time or full-time. It does not offer any magic formula for success. It does, however, offer three distinct advantages not commonly found in any other area of professional writing instruction:

1. The quality of instruction. Ordinarily, top authors are simply too busy to teach. A school of writing is usually proud to have just one well-known author on its staff. But as a student of the Famous Writers School, you benefit from the hard-won knowledge and experience of all twelve of the celebrated authors shown above. To pass on to you their valuable secrets of professional success, they have developed a remarkable series of textbooks, lessons, and writing assignments. In addition, they take time out from their own busy careers to supervise the School's training methods.

2. The unique method. Not only do you learn the writing principles which brought success to these twelve famous writers; in learning to apply these principles, you are given individual professional advice and supervision by mail. Every assignment you complete and mail to the School is carefully edited and revised by your instructor, himself a professional writer supervised by the School's Guiding Faculty.

3. The personal attention. The School's instructors work with the students by mail just as magazine and book editors work with many of their established authors. And just as editors do, the instructors develop over a period of time increasingly warm relationships with the writers whose talent they are nurturing.

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The Famous Writers School is less than two years old. Its first students are not due to graduate until late next year. Yet, dozens of these men and women — still in their training — are already tasting success.

"I've done it! I've made my first sale!" wrote Lillian Maas of Zumbrota, Minn., to her instructors recently. "My first little fledgling, on its first trip out of the nest, has sent back a check for $150 from *Better Homes & Gardens.* And really, you get all the credit. I couldn't possibly have done it without the course. You can have all the glory. I'll keep the check."

Other early students are selling their writing to such varied publications as: *Dallas Times Herald, Christian Science Monitor, Popular Science, The Reader's Digest, Emporia Gazette, True Story* and *All-Florida Magazine.*

Search continues for talent worth developing

The twelve famous writers feel a sincere obligation to discover and encourage new talent in their field. To select people with writing talent worth developing, they created the revealing Talent Test that is once again available to you. The coupon below will bring you a copy of the test along with a descriptive brochure.

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Famous Writers School
Dept. 6227, Westport, Connecticut

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Mrs.....Age....
Miss

Street.....

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The Famous Writers School is accredited by the Accrediting Commission of the National Home Study Council, a nationally recognized accrediting agency.

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When the album was recorded at the acoustically-renowned Walthamstow Studios in England, there was great rapport between the orchestra, Heifetz, and his long-time friend, Sir Malcolm Sargent, the conductor. The orchestra, composed of the finest musicians from all the leading London orchestras, would crowd around Heifetz during every break and listen to playbacks of each movement. Their admiration for the revered virtuoso was such that one musician said they would gladly have played without recompense for the privilege of performing with Heifetz.

That he can be totally at home in two such dissimilar worlds as those of Bruch and Mozart is a phenomenon indeed, and a revelation of the incomparable art of Heifetz. An album to have, to hear and to treasure always.

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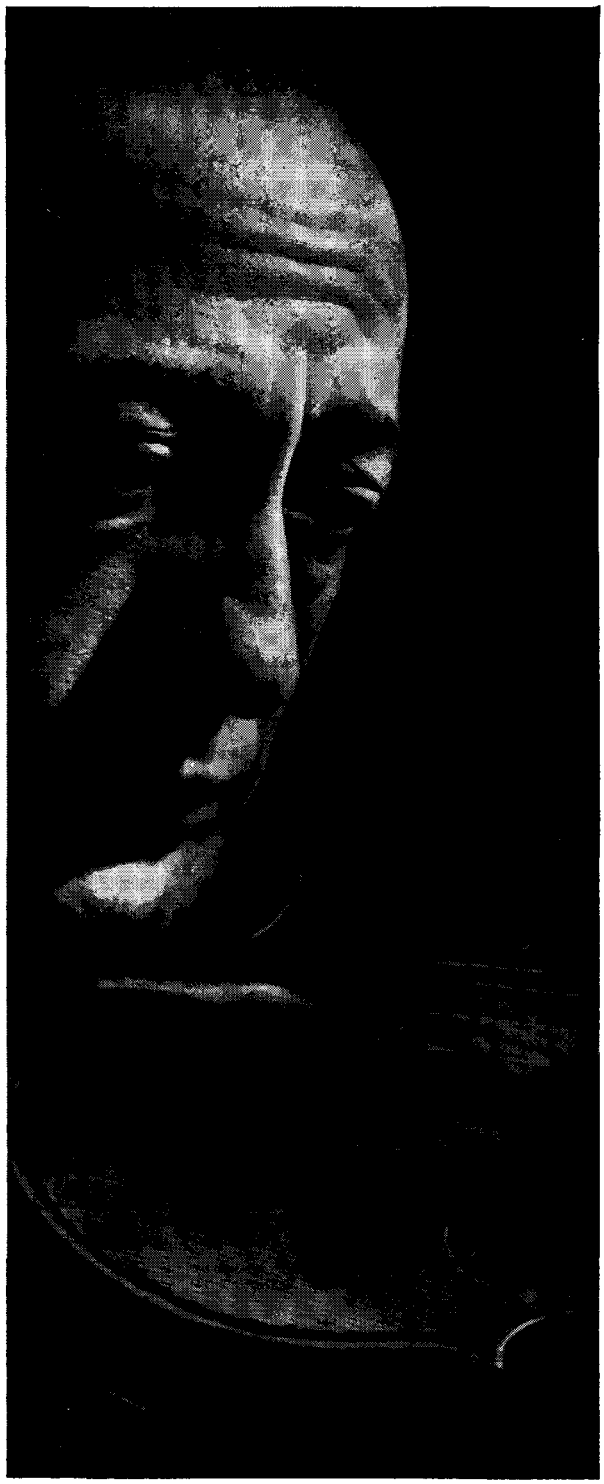

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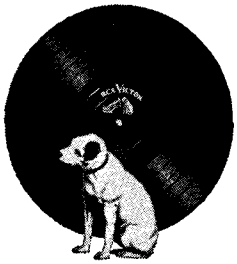

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THE PHOENIX NEST

Edited by Martin Levin

A MIDGET AMIDST THE DIGITS

To the tax board I'm but a number;
Another number to my bank.
While for S. S. figures cumber
To a multi-million rank.
Amidst those digits what am I, sir?
(Phone and mail are likewise liable.)
Am I the Greatest Common Divisor,
Or merely the Least Common Multiple?

—Earnest Elmo Calkins.

• • •

IF THINE EYE OFFEND THEE, DON'T RUB IT

FOR years I got one foreign body after another in my eye. The minute I stepped out of the house (or tiptoed into it) something would fly into my eye. A piece of dust, a cinder, big round mysterious gray things, bugs, sticks—whatever happened to be flying around in the air would head, as though drawn by a magnet, straight for my eye. For a while I thought my eyes actually *were* magnetic, but I read up on the subject and concluded that they were merely attractive.

If you have ever had anything in your eye, and tried to get it out by yourself, you know that it is almost impossible. All you feel like doing is rubbing the eye, but authorities say that's the worst thing you can do. What you should do, according to the First Aid manuals, is take a kitchen match, lay it carefully on the eyelid parallel with the edge of the lid, grasp the eyelashes firmly, and with a gentle rolling motion turn the eyelid up and back over the match. Next, take a clean, lint-free cloth and fold it in such a way that you have a "point" in it. Now, if you go stand in front of a mirror and look at yourself, you will see a horrible sight.

Another thing to do when you have something in your eye is to take a couple of good stiff drinks, hop a cab, and go see a competent ophthalmologist. For anywhere from $25 to $100, depending on whether you have twelve-year-old Scotch or a cheap blend on your breath, he will gladly remove any foreign body, swiftly and expertly, and hold it up and show it to you to prove that he is not a quack. He may ask you to come back in three days (successive visits are cheaper) but that shouldn't worry you, even if you are living on a small pension, because all he is trying to do is prevent infection and pay for the new roofing job on his summer place. (Don't forget those fellows spend *years* learning their art. Their lives are far from easy. Have you remembered your ophthalmologist in your will?)

Let us say, though, that you're like me; you get more foreign bodies in your eye than most people, and you don't like to keep running uptown and bothering the busy professionals. Is there anything you can do?

Yes, fortunately, there is. You can go, as I did, to a medical supply store and buy yourself a binocular loupe. This is the same thing the ophthalmologist uses; it consists of eyeglass frames with no glass in them, and then sticking out in front about four inches, at the end of the metal thing that sticks out, are two magnifying lenses, each resembling Benjamin Franklin. These enable one to see the foreign body. (The word loupe comes from the French, *loupe*, meaning wen, knob, excrescence on trees, imperfect pearl and finally—thank God—magnifying lens. We medical writers rarely italicize loupe nowadays, and you can easily see why.)

A good loupe will run you about five or six dollars, and let me tell you mine has been worth that many times over!

What do I do now, when I get a foreign body in my eye? I just ask my wife to go get my loupe. She gets it, puts it on, and comes toward me. One look at her in the crazy thing and I go off into gales of laughter. You should *see* how comical she looks in a loupe!

And that's all there is to it. I sit there laughing so hard my eyes water something awful, and the foreign body, whether it likes it or not, is quickly washed away with the tears.

—Hayes B. Jacobs.

• • •

THE FOREIGN LUTE

HAD my parents been a little more munificent and a little less unreceptive toward things of "no useful purpose," we would have had a piano in the family and my sister would have

The Eyes Have It

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become a skilful pianist. The foreign steel lute, as we used to call the piano, first made its impression on my sister when she was barely four, on the day she was sent to the kindergarten by the English missionaries in a town not far from Shanghai. She had been reluctant to leave mother that morning, but once she had heard the piano played she became an eager schoolgoer. She sought every opportunity to finger the piano keys and taught herself to play the tunes she had just learned to sing.

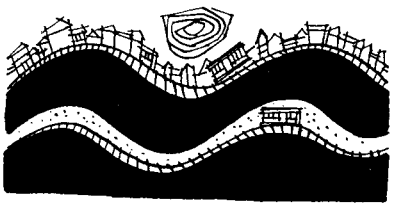
Twenty-five years have passed since then, and today my sister writes me from China, adding an unusual bit of sentiment: "I had the opportunity to touch a piano the other day and found myself still able to play a tune. Do you remember 'In the gloaming O my darling? Do you remember the paper piano I made myself? . . ."

My sister, at five, knowing that to ask my thrifty parents to get her a real foreign lute was out of the question, cut one out of a large cigarette carton, complete with white and black (stained with ink) keys. Every day after school she spent her play time with her piano, humming (to provide sound) as she twiddled her little fingers.

What pleasure she got out of a little paper toy made with her own hands was one day destroyed by a prankish act of my reckless brother's. Playing with matches, my brother thoughtlessly burned the piano. My sister was irreconcilable. For days she would speak to nobody. Nothing could change her mood, not even my mother's offer to help make another one out of a cigarette carton. It looked as though only a real piano could pull her out of her sullenness until one afternoon my repentant brother came home from school carrying something resembling a baby piano. It was crudely nailed together with wooden slats, but larger in size and more durable in substance than the one that had been burned. For the first time in many days my sister smiled, and the crisis was over.

My brother did not become an engineer, as his mechanical ingenuity might have suggested. He is a geologist out in the desert in Northwest China, looking for oil. My sister, however, is Comrade Engineer, Second Grade, in a factory on the outskirts of Peking—but I doubt that making foreign lutes, paper or otherwise, is her trade.

—TIMOTHY TUNG.



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Toshiko

Japan Air Lines hostess Toshiko Izawa learned her excellent English and Western manners at Spanish Catholic High School in Tokyo. She augmented her modern education with classic studies in *ikebana,* the art of flower arranging, and *chanoyu,* the traditional tea ceremony. Toshiko's sprightly conversation ranges from contemporary music to the traditional *Noh* plays of Japan. ❋ Toshiko's awareness of the traditions of two worlds is typical of every hostess aboard JAL DC-8 Jet Couriers. Their gracious hospitality is the most memorable highlight of an Orient trip when you fly JAL – "amid the calm beauty of Japan at almost the speed of sound."

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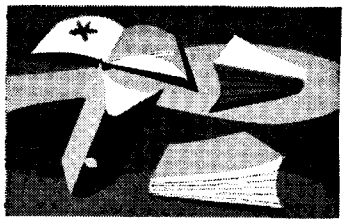
Trade Winds

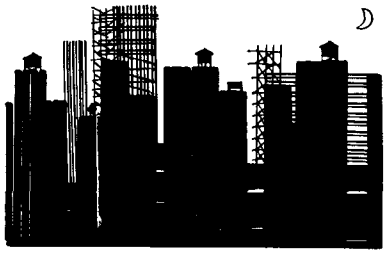


LIN YUTANG ONCE WROTE that if the heavens wanted to level at man the worst possible punishment, they would sentence him to live forever in a New York apartment. Since the noted Chinese author is now living in a New York apartment, we dropped by to see how he is accepting his fate.

"At least," he told us, "New York apartments have good showers and good hot water. Better than you can find anywhere in the world. It's a slim blessing, I know. But it's something to seize on."

Over a cup of the "Tea of Buddha," served graciously by his wife, Dr. Lin Yutang pointed his pipe toward the New York skyline at dusk.

"It's a sad thing," he said. "Look at the roofs of the buildings. They look unfinished. Nothing but water towers



or elevator shafts. And you can't take a walk without wearing a hat, tie, and coat."

As a philosopher, Lin Yutang takes the curse off New York's inhumanity to man by writing his daily stint in a loose, comfortable Chinese robe, and disdaining the use of shoes in the summer. His recently published "The Pleasures of a Nonconformist" was written in this way, and is filled with the quiet, quotable power and understanding which have marked each of his books since "The Importance of Living" in 1937. His total formula for successful writing is a sound sleep and a cup of good coffee. As a supplementary diet, he prescribes a pipeload of good tobacco.

"No one has ever seen a man with a pipe in his mouth wearing a sour face," he says.

IT IS PLAIN THAT T. S. Eliot didn't have a pipe in his mouth when he recently wrote about the New English Bible in the London *Sunday Telegraph.* The new translation, which is published jointly by the Oxford and Cambridge University presses, is the result of the labors of a panel of Biblical scholars from many of the major Christian churches in England.

In his article, Mr. Eliot called the new translation a ". . . combination of the vulgar, the trivial, and the pedantic."

Not the least bit shaken by this is R. F. Mansbridge, who heads up the Cambridge University Press in this country.

"We shall pay just as much attention to this," Mr. Mansbridge told us, "as we did to Mr. Eliot's equally dismal comments in *The Times Literary Supplement.*"

The editors of the new edition have made no secret about the fact that the entire project was the work of committees. Many years ago, the late William Lyons Phelps wrote emphatically: "Great literature is never written by committees."

Mr. Eliot goes further than that, however. He considers the work even less than "dignified mediocrity."

SEVERAL ILLUMINATING reference books have recently been issued, each with its own particular intelligence to impart.

The impressive "Concise Dictionary of American History" (Scribner), compiled by Thomas C. Cochran and Wayne Andrews, brings you a smorgasbord of facts and detail about American history, some of which may startle you. Abner Doubleday, for instance, couldn't have invented baseball in 1839, because poet Oliver Wendell Holmes played it at Harvard in the 1820s. Air conditioning was made practical by Willis Carrier in 1902, but it was pretty old hat: Caliph Mahdi of Baghdad packed snow between the walls of his summer palace in 775 A.D. And the first American apartment house was erected in 1849 in New Orleans.

In the new and beefy directory "American Authors and Books" (Crown), which Irving Weiss has augmented from the original edition by W. J. Burke and Will D. Howe, you'll have on hand a comprehensive record of the literary world from 1640 to the present. You may never have read or paid any attention to "Fern Leaves," "The Lamplighter," or "Tempest and Sunshine," but according to this directory, they were top best-sellers in the 1850s.

The Oxford Dictionary people have at last overcome their squeamishness about illustrations, and have just issued

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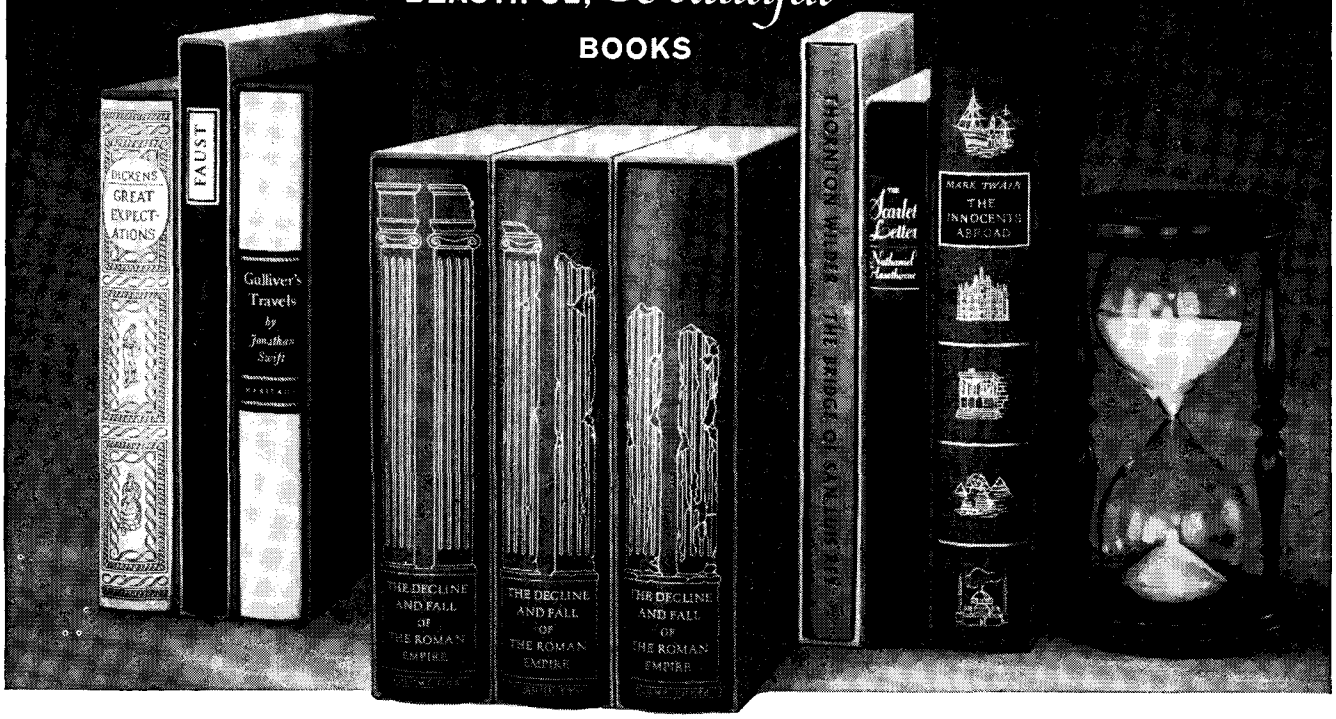

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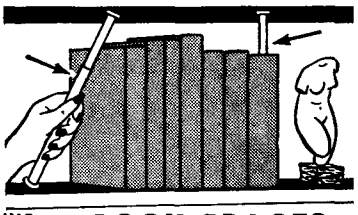

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the first "Oxford Illustrated Dictionary." If you really get involved, you can even find a picture of a Welsh coracle, and we have to confess it's the first time we've ever seen one. It's a one-man canoe, built like a salad bowl.

A CHICAGO NEWSPAPERMAN by the name of Jack McPhaul found that he had to give up his informal name in favor of John J. McPhaul for his new book "Deadlines and Monkeyshines," all about Chicago's newspapers and newspapermen. His editors at Prentice-Hall felt "Jack" was too informal for the library trade.

"Maybe they're right," McPhaul writes us. "Now that I think about it, authors under the names of Chuck Dickens, Hank James, Hank Thoreau, Wallie Emerson, Andy Gide, Al Dante, or Jackie Keats probably would never have gotten off the ground."

BUT NAMES HAVE A WAY of popping up in the oddest places. Philip Cohen, president of Oceana Publications and once an assistant to the law librarian at Columbia University, advises us that the professional journal known as *Law and Order Magazine* is published by the Copps Publishing Company. The editor's name is Lee Lawler.

And Mort Wishengrad, the playwright, tells us that there's an inseparable executive team at the New York Aquarium named Coates and Atz. Christopher W. Coates is the director of the institution, and James W. Atz is the curator.

ONE OF THE MOST comprehensive books on retirement has just been published by Simon & Schuster: "The Secrets of Successful Retirement," written by Gereon Zimmerman after a year or more of extensive surveys. While working on the chapter concerning insurance and pension plans, Zimmerman suddenly realized that his own wasn't all it should be. As a result, he followed his own advice, and realigned his entire insurance program.

—John G. Fuller.

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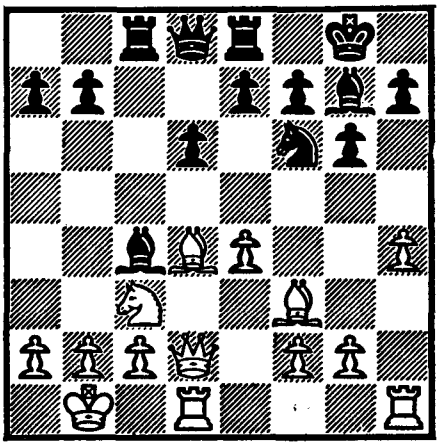
Chess Corner—No. 79

WHEN players castle on opposite wings it is a pretty good indication both are out for blood. The issue is clear: Pawn storm versus Pawn storm; attack and counterattack—"the soul of chess," as Maroczy phrased it.

In the following game between former world champion Vassily Smyslov and A. Konstantinopolsky, White gets there first. He does so because he is a better tactician and also because the contour of Black's Pawn structure is more vulnerable. White has a target at Black's KR4.

SICILIAN DEFENSE

	V. Smyslov White		A. Konstantinopolsky Black	
1	P-K4	P-QB4	7 B-K3	B-N2
2	N-KB3	N-QB3	8 Q-Q2	0-0
3	P-Q4	PxP	9 0-0-0	NxN
4	NxP	N-B3	10 BxN	B-K3
5	N-QB3	P-Q3	11 K-N1	R-B1
6	B-K2	P-KN3	12 P-KR4!	B-B5
		13 B-B3	R-K1	



Black should play 13 . . . P-KR4, keeping the King Rook file closed as long as possible. The likely 14 KR-K1 R-K1 15 P-QN3, B-K3 16 N-K2, followed by 17 B-N2, leaves White strong in the center, but there is a long and difficult struggle ahead.

14 P-R5 . . .

This opens the King Rook file, and a powerful attack begins against the Black King, while Black's play on the other wing is too slow to balance out.

14	.....	Q-R4	22 P-B5	PxP
15	P-R3	Q-R3	23 BxBP	K-B1
16	PxP	RPxP	24 B-QN4	P-N3
17	N-Q5	P-K4	25 R-R6	P-R4
18	NxNch	BxN	26 RxB	PxB
19	B-B3	R-B3	27 Q-R6ch	K-K1
20	B-KN4	R-Q1	28 Q-R8ch	K-K2
21	P-B4	Q-N4	29 Q-R4	R-KR1
		30 R-R6ch	Resigns	

—Al Horowitz.

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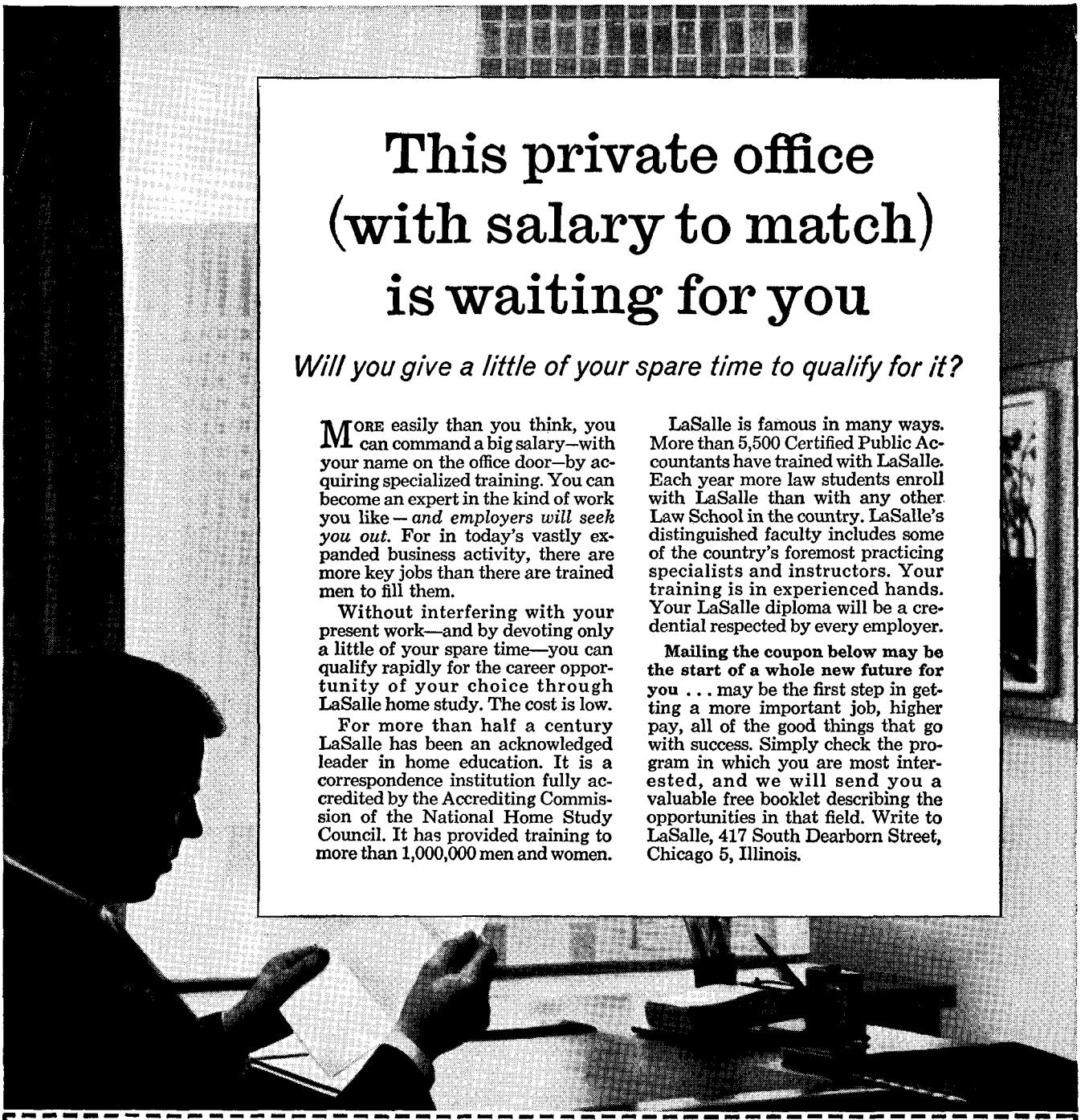

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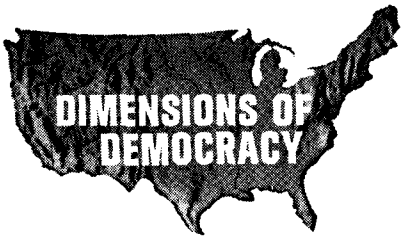

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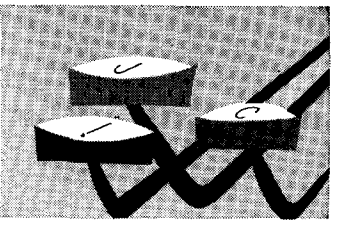

OPEN LETTER TO A CONGRESSMAN (Please see Letters to the Editor, page 49, for Congressman Kearns's letter):

Dear Sir:

You take me to task for finding no hope for poetry in the proposed National Culture Center and, in what I take to be a now characteristic gesture of the federal mind, you express your disagreement by charging me with "a lack of faith in our form of government."

Given worse luck on my part or more accuracy on the part of the Japanese fighters and flak, I might once have gone down in the golden role of supreme sacrificers in defense of. I confess to having had strong personal feelings on that score, and even to a sustained distaste for the thought of burning to death in a B-29. But given my partial distrust of all government, I would still have granted then, and do now, that ours outshines its faults at least to the extent of being worth that highly personal death if it had to be called for. That offer may not sound sufficiently enthusiastic for your taste, but it stood as a firm offer and it will have to do.

I am, to be sure, glad I did make it back. But the best reason for having been there in the first place was in defense of free disagreement. Congress, I believe, is likely to be an emotional disaster where the arts are concerned. We disagree on that point, and welcome to your view. But within our disagreement you must allow me the right to censure any elected representative whose mind so readily equates disagreement with lack of faith. You be faithful, sir, if that is your notion of faith. I have disagreement itself to defend.

Within that disagreement, I am not at all sure we can find common terms. Certainly, however, you are talking in general about the performing arts, I was talking about the creative arts, and specifically about poetry.

Yes, I think Washington can use a center for the performing arts. If all this talk about government-endorsed culture comes down to nothing more than getting a good symphony orchestra for Washington, Washington clearly enough stands in need, and let need be met.

But I still see no way in which such a center can do anything for poetry, and I shall continue to advise poets to stay away from it before they, too, are charged with lack of faith by the publicly righteous.

For poetry must be lived as a venture beyond the proprieties of state forensics, and at a depth far below what T. S. Eliot called "the face that one prepares to meet the faces that one meets." A few months ago I found myself in a group of American writers exchanging views with a group of visiting Russian writers. The talk turned to children's literature and the Russians declared that they tried to write stories and poems that would teach children to love one another, to be kind and good, and to find their places in society. At that point I asked what the writers did about helping children to *rescue* themselves from society. The question, need I say, drew a blank. As far as the Russians could understand it at all, they seemed to think I was joking.

I WAS not joking. In the nature of the social contract, the psyche has to give something away in exchange for public order. But in the nature of the esthetic contract, the psyche can give none of itself away. For that reason the best creations of many poets are likely to seem to be acts of anarchy. They never are, for supreme language always tends to unite men by shaping for them a deeper image of themselves, but I must believe that such a truth of the poetic experience lies at a depth

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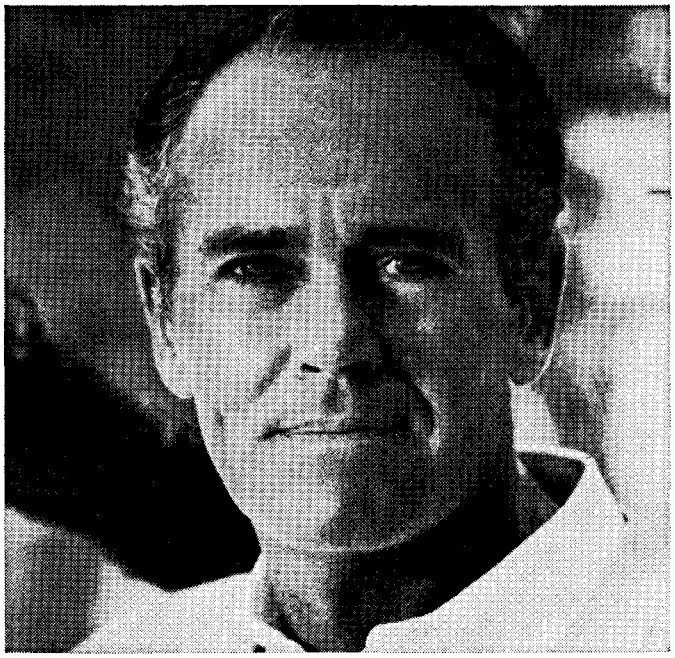

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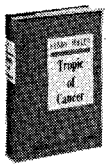

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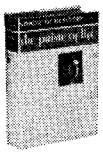

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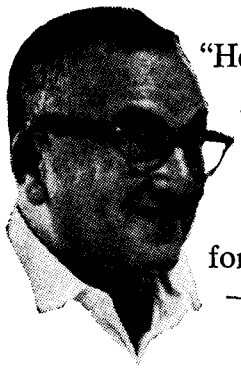

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not readily visible to the public-minded. In any case it is not the declarations of government the poet must trust first, but the language, the images, the rhythms, and the forms of his medium. And in loving and trusting them he may as often as not find himself compelled to affront the habits of the official mind.

Nor is this thought a passing one with me. In 1950 I concluded an "Elegy for G. B. Shaw" with these lines:

Consider his crimes: He would not commit our diet.
He opened our tombs. He sold his medals for cash.
His laughter blew out our anthems. He wiped his nose
On the flags we die for—a crazy Irishman
Who looked like a goat and would not be serious.
But when we are finished, he may be our times.
And all times may be nothing in his eye.
All marshals, kings, and presidents we obey.
His presence in men's minds is contempt of court,
Of congress, and of flags. So must we pray
That he be born again, anarch and rare.
The race we are not in the race we are.

I do not ask you to defend these lines, or even to say you understand them, though they are clear enough. But I do suggest that were we to be friendly, your opponent in your next campaign could put an excerpt-lifter to work on them in a way that might serve to label you as a friend of persons with unsound sentiments. You, of course, may rise above such considerations. But you will grant me, I am sure, that the Congress as a whole would take them seriously. And I am foreseeing that any public debate that occurred on the subject of such lines would first distort them, and then attack them on grounds entirely removed from the question of esthetic competence.

Robert Frost, as you point out, has been honored by our government, and praise the fact. But is government ready to honor Ezra Pound in his fallible mixture as a deplorable public figure but as a source of real esthetic power? My bookshelves must so accept him and so honor him, and for that reason I shall believe them to be a better government of the arts than Congress can offer. Nor is Pound alone in this. Has government made a just peace with William Carlos Williams? Government fired Whitman from his clerk's desk. What would it have done with such originating forces as Baudelaire and Rimbaud? What agency of Congress thought to honor e. e. cummings in his lifetime? Yet I shall believe his irreverences were a better sound from mankind than all the deliberations of all the committees ever assembled in Washington. Among the current poets, I could say as much of Kenneth Rexroth, Karl Shapiro, Delmore Schwartz, Langston Hughes, and Theodore Roethke, to name a few in no order of rank. They speak, I believe, a psychic language all but unknown to the Congress, and I must believe they will do better within the privacies of their own silences that they could do on any platform Congress could offer them.

There is no way to help a poet, in any case, except to leave him alone. If Congress wants to assist the creation of poetry, let it form a panel of established poets to make grants to younger poets of promise, and let it pledge itself to bar all public debate on the propriety of the grants awarded by such a panel. Not until Congress will set such a limit upon itself can I, in conscience, advise the poets to seek federal endorsement.

You conclude by doing me the honor of asking my advice. Granted that the interest of such a culture center is primarily in the performing arts—who should be asked to testify before your committee? The answer seems simple enough to me. You offer a long list of musical experts, from fiddlers to executive secretaries of associations. You even list one composer. Start with him if you want expert testimony. Start with Roy Harris. And then try adding (in alphabetical order): Samuel Barber, Aaron Copland, Ross Lee Finney, Lukas Foss, Paul Hindemith, Gian Carlo Menotti, Douglas Moore, Walter Piston, Roger Sessions, and Igor Stravinsky.

With the best reflections of these creators of music available to you, go ahead and call in as many honorables as you like, and certainly your list includes some fine intermediaries in music. But until Congress learns by heart that the creators must come first, there will be little enough for a Center of the Performing Arts to perform, and nothing for it to give to the creativity of the American arts. Begin with such men and there will be music. And let there be music. But let your councils summon one creator to twenty presidents of associations, representatives of guilds, and agents of unions and you are on your way to nothing but th quasi-arts. Which, as you will recall, was my original charge against the way the various committees of Congress have been going into the question of the arts in America. —JOHN CIARDI.

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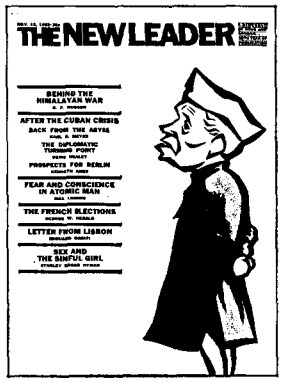

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The New Leader

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The second annual Amy Loveman Award competition is now getting under way at colleges across the country. The award, a cash gift of $1,000, is given each year to a college senior who has collected an outstanding library. The winner is chosen by the award judges from among the finalists in book-collection competitions held at the various colleges. Contestants are asked to submit an annotated bibliography listing at least thirty-five volumes, other than textbooks, which are in their personal libraries. They are also asked to comment on "How I would start building a home library"; "The next ten books I hope to add to my personal library"; and "My ideals for a complete home library." The winner's library may be general in nature or built around a specific subject; the scope, imagination, and insight revealed in the annotations and comments will determine the winner of the award.

The 1963 Loveman Award competition will, like last year's, be judged by a distinguished panel made up of a well-known university librarian, a famous literary figure, and representatives of the three co-sponsors: the Women's National Book Association, the Book-of-the-Month Club, and Saturday Review. The local campus committees must submit the names of winners in the preliminary competitions by April 30, 1963. The award will be presented at the commencement exercises of the winner's college. All inquiries should be addressed to the Amy Loveman National Award, Box 553, Times Square Post Office, New York 36, N.Y.

—N.C.

Amy Loveman—A friend to young book lovers.

The Amy Loveman Award

SOME people collect personal libraries and others simply amass them. The Amy Loveman Award was created in 1962 to encourage intelligent, imaginative book *collecting*.

The award was named for the late Miss Amy Loveman, a shy, dedicated lover of books who had for years been closely associated with the award's three sponsors: she was an editor of *Saturday Review*, a judge of the Book-of-the-Month Club, and a leading figure in the Women's National Book Association.

Since Miss Loveman always liked to see young people active in the book world, the sponsors decided to give the award to a college senior. Though it got off to an unavoidably late start last spring, the first awards competition attracted fifty-two colleges and universities—an exceptional showing in the circumstances. The fifty-two finalists proved a vigorous, original, inner-directed group. Finally the judges —Rosemary Benét, John Winterich, Eleanor Smith, Ben Grauer, and Harry Hart—chose as their winner Walter S. Rosenstein, of Forest Hills, New York, a student at Dickinson College in Carlisle, Pennsylvania.

Mr. Rosenstein's comments on his book collection were forthright and refreshing. "My library is an organic thing," he wrote, "My ideal . . . would contain the finest works in every field of human knowledge. . . . I am curious about almost everything. It may be more profitable to know a great deal on one subject, but it's quite limiting. I prefer to be a Jack-of-all-books."

When interviewed at *SR*'s offices by Mary Kersey Harvey (*SR*, July 14, 1962), Mr. Rosenstein showed neither fear nor favor in giving his views of literature: "Turgenev is the only Russian novelist I've truly enjoyed"; "Norman Mailer's work, with the exception of 'The Naked and the Dead,' is a kind of inferiority complex on parade"; ". . . I bought 'My Brother,' by Hemingway's brother, instead of a case of beer. . . . I should have bought the beer."

Loveman Award officials hope, incidentally, that this year's aspirants will not feel they have to model themselves on last year's winner. The winner for 1963 may well be Mr. Rosenstein's mirror-opposite: he or she may have intellectual tunnel-vision and a severely specialized collection of books; may be extravagantly fond of Russian novels and Norman Mailer's works; and may have a thoroughgoing aversion to Turgenev and beer.

The award committee believes the 1963 competition will attract even more colleges than did last year's. Kits containing entry blanks and detailed advice on setting up campus competitions are available at the address given above.

If the awards go well, they may help to bring into being a new generation of book lovers on the order of this century's most perfervid bibliophile, the late A. S. W. Rosenbach, who once wrote, "After love, book-collecting is the most exhilarating sport of all. . . . [Christopher Columbus] wrote the details of his journey on a stout piece of parchment, then placed it in an iron-bound barrel and threw it into the raging ocean. . . . If I thought there were one chance in a million of finding it I would take my power boat, the *First Folio*, and cruise in the neighborhood of the Azores forever!"

—HALLOWELL BOWSER.

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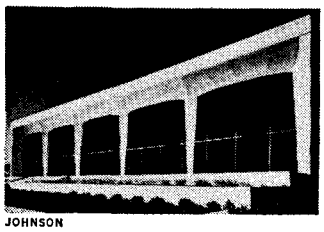
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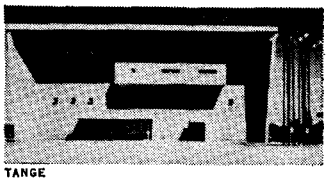
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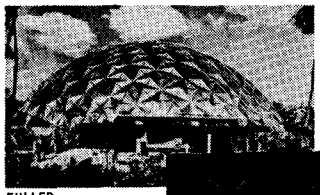
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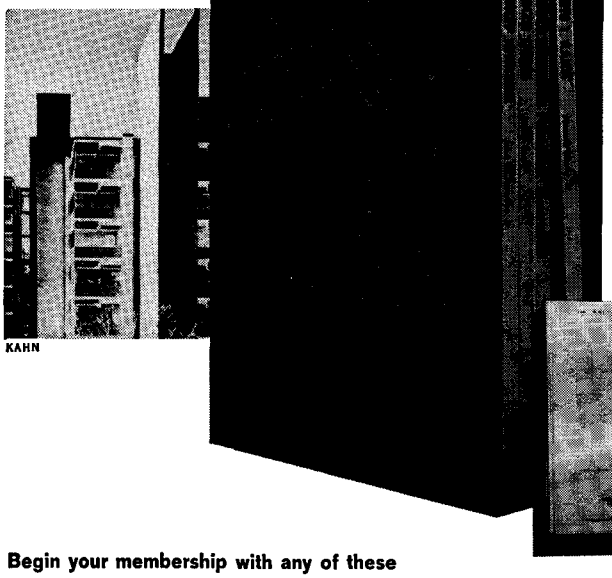
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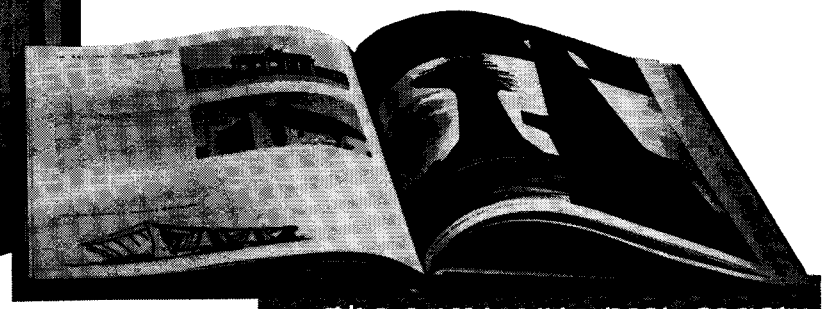

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The line was never unexpected, but vaudeville audiences always roared anyway: "Maybe you've noticed how I keep moving around up here?" the comedian on the stage would say. "That's so I won't be a target."

In a sense, Bob Hope (one of the four-a-day's most illustrious alumni) has given that zig-zagging tactic its most cosmic application: instead of bouncing around on a stage, Mr. Hope keeps hopping restlessly about the world.

Ironically, all his jack-in-the-box behavior (Hope springs eternal?) hasn't helped him a bit. He's *still* a target—of admiration, affection and NBC Television cameras.

If we sound singularly gushy about Bob at the moment, it's because this new year marks the 25th anniversary of his first regular broadcasts for NBC.

As early as the second week of that series, Hope's knack for evoking laughter through self-deprecation was already quite evident. "Here I am, back again for Pepsodent," he announced, "and I'm just as surprised as you are."

Well, no one was really surprised at all. In fact, it doesn't even surprise us that among the sponsors of Bob's full-hour television special on NBC this month is the very same sponsor who backed that 1938 radio series.

For Leslie Townes Hope has done more than simply *wear* well over the past quarter-century. His ever-increasing knowledge of the wizardry it takes to be a master-entertainer in motion-pictures, television and personal-appearances has made him one of the most applauded artists on this artist-ridden planet.

Bob's special (the third of half a dozen he's doing on NBC this season) will let viewers look in on some Christmas entertainment he headed last month for our troops in the Far East.

The muscular laughter that Hope elicits from a uniformed audience may easily be one of the most heart-warming sounds ever recorded by man. To date he's made in-person appearances before more than 10,000,000 American troops under all sorts of conditions and in every clime. Small wonder he'll soon be the third entertainer in history (the others: George M. Cohan and Irving Berlin) to be honored with a gold medal from the President and Congress.

Hope's patient cooperativeness has made him a favorite, too, with television's behind-the-scenes personnel. Ask the NBC Special Projects crew that followed him around for three full months in order to film last season's "The World of Bob Hope."

Our Special Projects men scarcely let the poor guy out of their sight. It got to the point where Bob was *never* surprised to see them. In a hotel room one morning, he opened his weary eyes to find several of the crewmen—fully-dressed and ready-to-go—sitting on the adjoining bed. "Roll 'em," he said, demonstrating an ability to throw away a line even in the middle of a trance.

No wonder the people go for him. And "the people" doesn't exclude the very statesmen, movie stars and top athletes Bob's scripts habitually kid. For even his best barbs are free of anger.

Which is just as it should be for a graduate of vaudeville's wholesome training. On the four-a-day circuit, as we recall, a "sick comic" was a funnyman who happened to be in bed with a fever.

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Saturday Review
JANUARY 12, 1963

The Pacific and the World Economy

FOR THE FIFTH CONSECUTIVE YEAR *Saturday Review* and the Committee for Economic Development are joining forces to present a discussion of a topic of outstanding general interest to the American people. Written by a group of experts, these papers stem from the annual meeting of the board of trustees of the CED. To this meeting from several distant places—Japan, Canada, South America, Australia—came eminent economists and statesmen to discuss various aspects of one of the most critical areas of our world economy: Japan and the Pacific.

The Committee for Economic Development, now in its twenty-first year, is a group of some 200 businessmen and educators. Its major purpose is to formulate public policy on economic problems, both domestic and world-wide in scope, on the basis of objective research. Each year its autumn meeting is devoted to a topic of more than specialized interest. Since 1959 it has shared the fruits of these meetings with a wide public through these columns.

Readers of this annual business issue of the *Saturday Review* have in the past five years had the privilege of sitting in on these closed meetings, at which eminent thinkers discussed such subjects as the general economy of the United States, the Common Market and its relation to the economy of the Western World, an "inside view" of the Soviet economy and what its economic growth means to the free world, and the present and future status of that very American phenomenon, collective bargaining.

As in those issues, this year's subject is one which is of great interest and importance to all of us. One of the most challenging happenings of the past decade is the rapid growth of Japan from a war-devastated nation to one of the world's great economic powers.

Not only Japan but the entire Pacific world will, in the next few years, have a profound cultural, ethnic, and economic effect upon millions of people in lands far removed. In these pages five acute and realistic thinkers delve deeply into a number of questions that affect the lives and fortunes of us all. They venture into areas that, I am sure, are alien to too many of us. They discuss and analyze problems that are, or should be, close to the minds not only of businessmen looking for profitable ventures but of all American workers and doers. And they offer

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some answers to the many questions about the relationship of the Pacific nations to the world economy.

J. D. Zellerbach discusses what he has called an "emerging issue of international importance" in his article on Japan. Mr. Zellerbach, formerly Ambassador to Italy, has had a lengthy career as a businessman with the Crown Zellerbach Company, of which he is now chairman of the board. His interest in international economic problems is long and lasting.

As a sort of "opposite number" to Mr. Zellerbach, the Honorable Eisaku Sato, chairman of the executive committee of the Liberal-Democratic Party of Japan, the ruling political party there, also speaks the international economic tongue, having been not only Acting Prime Minister, but Minister of International Trade and Industry and Japan's representative at the World Bank. His article sets forth Japan's economic attitudes.

The economic viewpoint of Australia and New Zealand are described by Sir John G. Crawford, who combines the viewpoint of the business and the academic communities from "Down Under." He is Australia's one-time Secretary of the Department of Trade and is now director of the Institute of Pacific Studies of the Australian National University.

From this side of the Atlantic are representatives of our two Pacific neighbors, Canada and Mexico. From the north comes L. D. Wilgress, a man whose experience with Canada's economic problems covers most of his career. Today Mr. Wilgress is chairman of the Canadian section of the Joint U.S.-Canadian Defense Board. Previously, among many other posts, he was Canada's representative to the European Economic Community and to NATO, and he was Under Secretary of State for External Affairs.

From the south comes Pan America's spokesman in the person of Placido Garcia Reynoso, who speaks of modern Mexico. Now serving as Under Secretary of Industry and Commerce, he has been Mexico's able representative at the United Nations Economic and Social Council and at the recent Montevideo Treaty Conference.

—THEODORE V. HOUSER, Chairman,
Committee for Economic Development.

Meeting in Tokyo—Shown at one of the meetings out of which this special section on the Pacific economy grew are, from left, Herbert Stein, director of research for the Committee for Economic Development; Alfred C. Neal, CED president; J. D. Zellerbach, chairman of the CED's Japan subcommittee; Yoshizane Iwasa, chairman of Keizai Doyukai, a Japanese counterpart of the CED; Seiichi Yamashita, managing director of Keizai Doyukai; and Professor Kiyoshi Kojima, a faculty member at Hitotsubashi University, Tokyo.

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EQUAL PARTNER IN THE EAST

By J. D. ZELLERBACH

WHILE Europe and its Common Market have been claiming most of our attention in recent years, important developments have been under way in the Pacific that are certain to have a far-reaching impact on our own future and that of the entire free world. Many of these new trends focus on Japan.

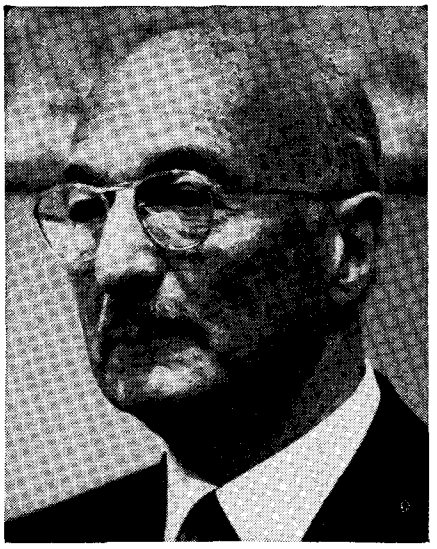
As a world power, the United States cannot afford to look too long or act too predominantly in one direction. It is more than timely—indeed, it is urgent—for the United States and our neighbors in Canada and Latin America to become more alert, better informed, and more active participants in what is happening off our Pacific shores.

It comes as a great surprise to most Americans that Japan is the most rapidly growing economy in the free world; that she is the second largest customer the United States has for its exports and consistently buys more from us than she sells in our markets; that she is not only the strongest industrial power in Asia but is the sixth industrial power in the world, and provides her people with a standard of living that is the highest in Asia and is becoming nearly equal to that of Italy and other European countries.

Moreover, Japan's firm association with the United States extends the free world from Europe around the world to the western Pacific, or, from the frontiers of Communism in Europe to the frontiers of Communism in the Pacific. This geographic position makes Japan's economic, social, and political vitality a matter of outstanding importance to the free world.

In their studies looking toward the enactment of a new trade policy for the United States, the trustees of the Committee for Economic Development concluded early in 1962 that Japan's position in the free world trading community was highly irregular and that steps should be taken to make Japan a full partner, in terms both of benefits and responsibilities, in the free world economy.

Many European countries have declined to extend to Japan the trade concessions accorded to other members of the General Agreement on Tariffs and Trade. Japan voluntarily limits its exports of some products to the United States, presumably to avoid the risk of more restrictive action by the United States. Japan restricts its own imports by high tariffs and exchange controls and limits investment by foreigners in Japanese industry. All of this, in the opinion of the CED, not only decreases the efficiency of the free world economy, but also strains the political solidarity of the free world.



J. D. Zellerbach—In Japan, a focus of new trends.

Consequently, it was decided to make a particular study of Japan and its relationship to the free world economy, and I was asked to be chairman of the group doing the work. We had the good fortune of a close working relationship with a group of Japanese business and financial leaders and scholars organized in the fashion of CED; indeed, it calls itself the Japan Committee for Economic Development (Keizai Doyukai). We exchanged scholars and research studies. We had two working sessions with Keizai Doyukai members in San Francisco and a third meeting in Tokyo. My comments are based on that experience.

The outstanding impression of any inquiry into Japan's economy is the genuinely remarkable character of the achievements. In the 1860s, when Japan took up economic relations with

Export of an Idea

THE IDEA OF businessmen and scholars working together to determine policies that will promote the broad public interest has become one of this country's exports. The process begun by the Committee for Economic Development twenty years ago is now being employed by similar groups in at least nine other countries.

In Japan, the Keizai Doyukai translates its name as the Japan Committee for Economic Development and patterns much of its work along CED lines. Without the need for translation, the same is true of the Committee for the Economic Development of Australia.

A slightly different organization, CEMLA, embraces all of Latin America. The Centro de Estudios Monetarios Latino Americanos, with headquarters in Mexico City, was initiated by the central banks of the Latin American countries, but its work quickly expanded beyond monetary policy and it now conducts research into problems of economic development and also promotes an educational and publications program throughout all of Latin America.

The work of all three of these organizations has contributed to the articles in this special section of *Saturday Review*. This follows the example set three years ago when organizations similar to CED in Britain, Sweden, France, Germany, and Italy produced material that was drawn upon for a pioneering analysis of the potentials of the European Common Market. Since then, still another similar group has been formed in Spain.

Each of these groups is contributing to economic progress in its own country, but in addition the interchange of scholars and of research, together with continuing discussions among the leaders of each group, can speed the solution of international economic problems.

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the rest of the world, she was a nation of 35,000,000 people living near the subsistence level. Between 1872 and 1940, the Japanese national income increased twenty times and, since population doubled, per capita income increased ten times. Despite a drop in real income after the war, today per capita income is twice as high as in 1940 and may nearly double again by 1970.

Some reasons why Japan became a leader in world economic growth, after many centuries of isolation, stand out. Japan quickly began to place a very high value upon economic advance. The idea of national economic progress is an important one today in Japanese economic thinking, public and private. Japan has adopted fully the idea of general education. She has thus developed a labor force able to use advanced methods of production, and intellectually capable of adapting to change.

Japan's economic advance has been made under capable leadership, in government and in business. In both sectors there has been an unusual willingness to secure and use new technology and advanced management methods. Finally, Japan is a nation of savers, who have provided Japan's investors with an unusually large pool of savings to draw upon for investment.

All of these were favorable conditions for Japan's rapid growth. But it is clear that they would not have made Japan's development as a modern economy possible without a large volume of foreign trade. Her industrial development critically depends upon her ability to import raw materials, some of which are not available in Japan and others which are available only at much greater cost. In 1961 Japan imported over 90 per cent of her domestic consumption of such basic items as iron ore, petroleum, cotton, and wool.

To pay for these imported raw materials Japan had to export, and she had to export the kinds of things which she could easily sell. Compared with other industrial nations, Japan was and is short of capital. Her great resource was a large supply of diligent, educated, and trainable labor. Therefore, the pattern of trade which developed involved the export of those manufactured products in which relative efficiency can be achieved with a high proportion of labor to capital. Imports were held mainly to industrial raw materials and necessary manufactured products, such as machinery.

World War II left the Japanese economy in a state of collapse. Nevertheless, the basic conditions for a quick recovery remained. Although there had been much physical destruction, the skilled labor and management, the economic organizations, the incentives, and the willingness to save were present. Yet the ability to pay for imports of raw materials remained critical.

Aid from the United States, amounting to about $2 billion in the early postwar years, gave vital impetus to Japanese recovery. But after direct U.S. aid ended in 1950-51, Japan had to and did go on a self-sustaining basis. She generated an expansion of export earnings, which, together with loans, enabled her to pay for the rapidly rising volume of imports that her growth required.

TWO factors have worked in Japan's favor. World prices of raw materials that Japan needs have been declining. And, for the U.S., Japan was a convenient and economical supplier of goods for use in the Korean War, for troops based in Japan, and for aid to less developed countries of Asia.

Nevertheless, Japan's trade recovery has faced serious obstacles. She has had to compensate for the loss of mainland China as an important source for both markets and supplies, and she had to regain her former markets that had been occupied by others as a result of the war. But the problems that seem to preoccupy the Japanese most are the discriminations and restrictions that are a new postwar development. In fact, the Japanese appear to regard the restrictive measures specifically directed against their exports as the chief visible threat to their economic future.

Discrimination against Japanese trade has taken many forms in many countries. Japan is a member of the General Agreement on Tariffs and Trade, which is the free world's organization for tariff bargaining on a most-favored-nation basis and for establishing rules of government trade. But a large number of countries deny Japan the same treatment they give to other countries under GATT. An escape clause in the GATT agreement has been applied on a substantial scale only against Japan. Some members of GATT discriminate even though they have not invoked the escape clause.

Despite the discriminatory provisions which prevail throughout Western Europe, that area now takes about 12 per cent of Japan's exports. Japan needs to expand its exports to Europe but she greatly fears that the impact of the Common Market may have precisely the opposite effect. The biggest part of Japan's trade with the Common Market is with the lower tariff nations —Germany, Belgium, and the Netherlands. When the eventual common external tariff is put into effect, the tariff walls against Japanese goods in these countries would tend to rise. Also, Japan fears that the more severe discrimination applied by some Common Market countries may be accepted by the Common Market as a whole.

In the United States market, voluntary restraints on Japanese sales of particular commodities have been in effect since 1955. Before the war, Japanese textile exports to the United States amounted to about 2 per cent of the American market. After the war, the Japanese sought to re-establish this position, but did it by concentrating on a few types, mainly ginghams, velveteen fabrics, pillow cases, blouses, and shirts. As a consequence, a sharp reaction set in. Several state legislatures passed laws aimed at Japanese goods and Congressional committees began to inquire into the effects of Japanese imports. The result was a decision by the Japanese to impose voluntary quotas on the amounts of cotton textiles to be sold to this country. This practice has spread to non-textiles and now applies to more than a third of Japan's exports to this country.

Both here and in Europe, these restrictions arise mainly from a belief

Direction of Japanese Trade

1959-61 Average
(Millions of dollars)

	Japanese Exports		Japanese Imports	
	Total	% of Total	Total	% of Total
United States	$1,067	27	$1,587	33
Canada	117	3	208	5
Latin America	232	6	324	7
Western Europe	457	12	435	9
Asia	1,393	35	1,329	29
Australia	107	3	363	8
USSR/Red China	57	2	114	3
All Other	485	12	273	6
	$3,915	100	$4,633	100

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that Japan's competition is unfair because it is based upon wage scales that are not acceptable in the higher-wage industrial establishments of Japan's competitors.

There is no doubt that Japanese wage rates on the average are much lower than those of the United States or of northwestern Europe. How much lower is difficult to say, because of differences in systems of compensation. The cost of labor to the Japanese employer includes, in addition to the regular cash wage rates, variable but often very large bonuses, housing, meals, and education often provided free or at arbitrarily low prices, pensions, medical care, and other fringe benefits plus contributions to government social security programs.

The Japanese also have another practice that makes the comparison of labor costs difficult. The Japanese employer tends to keep a permanent work force on the payroll despite the amount of work available. This sometimes creates an unusually broad spread between pay per hour employed and pay per hour productively at work. Thus it is almost impossible to arrive at a reliable estimate of Japanese labor costs, compared to Western labor costs, that takes account of all these factors.

It seems clear that comprehensive figures would not show Japanese labor costs, per hour of work, to be so low as is suggested by the comparison of regular cash wages alone. Japanese labor costs probably come just below the level prevailing in Italy, which is about half the cost of labor in Germany and France, and about a fifth of the U.S. cost.

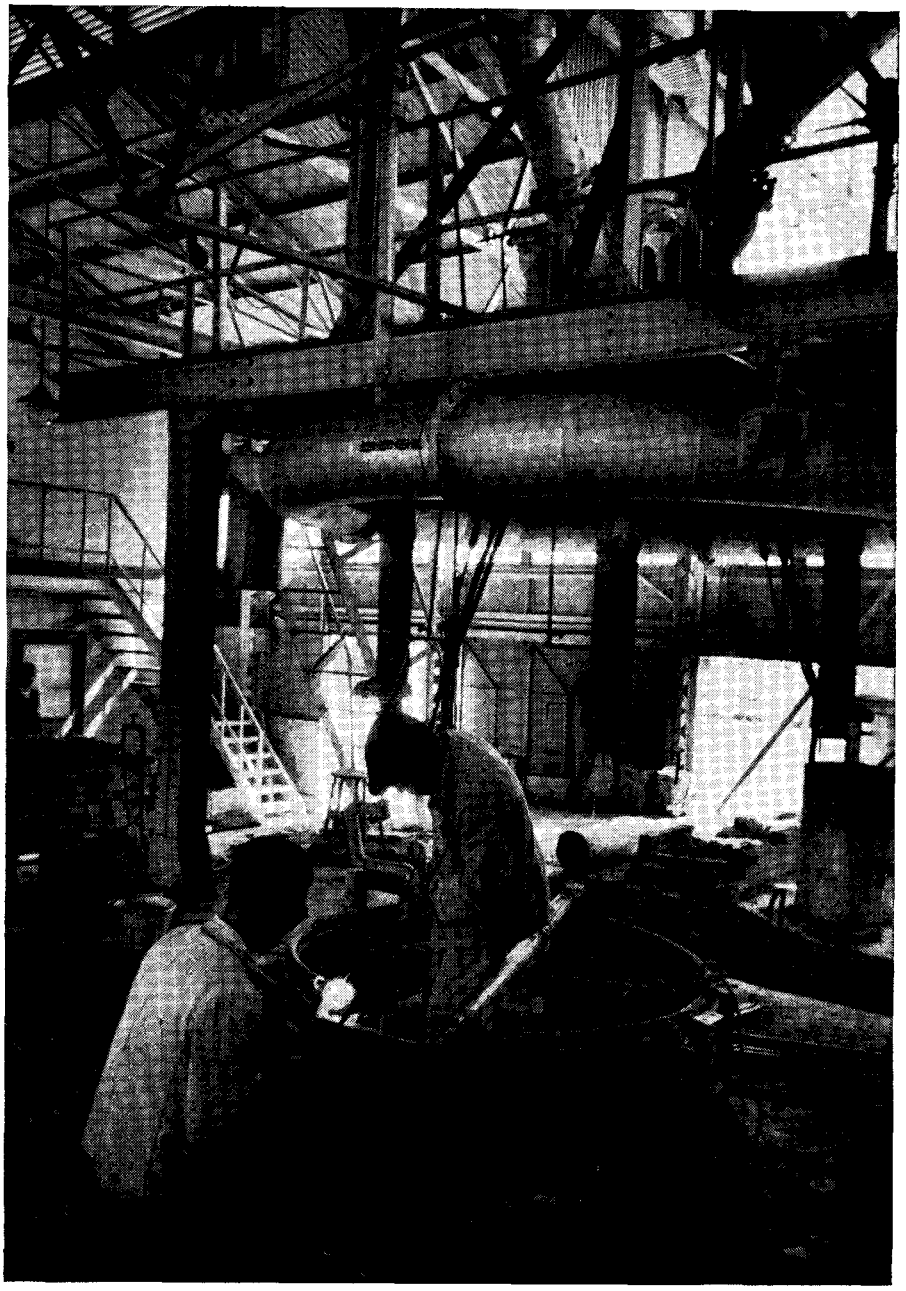
THE Japanese government has a long-range plan for Japan's economic development from 1960 through 1970. It is a plan for keeping Japanese employment high, for maintaining economic stability during a time of vigorous growth, and for raising the standard of living in Japan. Unlike the planning of the centrally directed economies of the Communist world, the Japanese plan does not attempt to set prices, wages, or profits, or to allocate materials among competing uses. Instead, it sets up a series of targets for the performance of the Japanese economy through 1970. In the first two years of operation, Japan has been meeting the goals of its plan, and more.

Japan's long-range plan envisages an economy twice as big in 1970 as in 1960. This would require an annual growth rate of 7.8 per cent, or more than double our recent rate of growth. The plan sets up a goal of 9.3 per cent increase per year in Japan's imports, to provide the materials, fuels, and capital goods Japan must get from abroad to meet her production goals. At the same time, the goal for the growth of exports, set at 10 per cent, is a little higher. This is also a little higher than the growth of imports, because the planners expect Japan's investments abroad, her aid to underdeveloped countries, and her reserves of foreign exchange to increase.

Significantly, the plan anticipates that Japan's manufacturers will turn their attention increasingly in the current decade to the output of heavy goods. Such a shift away from Japan's traditional emphasis upon the manufacture of such goods as textiles, clothing, and small electrical products would increase the value per employee that Japanese labor adds to its products. This change will require that Japan greatly increase its stock of high-productivity capital goods.

Public investment probably will have to grow even faster than private investment during the plan decade. There is a large backlog of needs for the facilities to undergird the economy by way of roads, harbors, universities, technical institutions, health services, and the like. Extending rapid economic growth into the future, as the long-range plan does, will add to this need for increasing public investment.

The success of Japan's efforts will have an impact far beyond its own energy-packed islands. It can have an especially important influence on the



—*Peter Schmid (Pix).*

Japanese steel mill — Japan's growing economy is reflected in this photograph of workers in a modern industrial installation.

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future relationship of the developed and the less developed nations.

First, many Asian countries are ambitious to industrialize as Japan did over the past eighty years, but are undecided whether to make the effort within or outside the free enterprise system. They may look to Japan for an example of the willingness and the ability of the developed free world countries to make a place in their economic system for newcomers. Japanese success would be an example of achievement promising to other nations with similar economic ambitions.

Second, what happens now in Japanese economic relations with the developed free world may serve as an important example to the underdeveloped countries for their own future policy. Continued discrimination against Japanese goods may be interpreted as an example of what underdeveloped countries must expect if they try to develop their trade within the free enterprise system.

Third, Japan is in the later steps of a difficult national transition faced by many other nations where life is organized along traditional lines centered upon the family, the clan, the village, the church, or land holding. Industrialization weakens or destroys many of the social lines of force in such a society. Yet many of the traditionally organized nations see no way to a better life except extensive industrialization.

How Japan solves the problem of internal reorganization may indicate to other nations whether they can make the transition in the free enterprise system without chaos; or whether, as they are told by Communist propaganda, the only route to a better standard of living is along a stringent path of central regimentation.

The other industrialized free world nations can make an important indirect contribution to the solution of this widely felt problem: We can help Japan maintain a vigorous internal economy, abundant with new opportunities and interests as substitutes for the old way of life, by widening Japan's access to free world markets.

At the same time, Japan must realize that she cannot and will not achieve the full benefits of international trade and capital movements from the action of the United States and Europe alone Even if the United States and Europe should completely remove all restrictions on imports from her, Japan would not get the full benefits of international trade. Japan suffers not only from restrictions on her ability to export the things she produces most cheaply, but also from the limitations she herself places on the import of things others produce most cheaply and her restraints on the inflow of foreign capital and enterprise.

Moreover, the United States and Europe are very unlikely to reduce substantially their restrictions affecting Japan without a corresponding liberalization of Japan's policy. Therefore, whether Japan now becomes an equal partner in the free world economy depends upon the decisions Japan makes as well as upon the decisions made by the United States and Europe. Japan has now advanced economically far beyond the state in which she was left by World War II. She should be prepared to move from her postwar policy of restrictions into full participation in an open world economy which can contribute much to Japan's continued progress.

By the passage of the Trade Expansion Act of 1962, the United States has placed itself in a position to bargain for reduction of discriminations through reduction of European tariffs, in exchange for reduction of United States tariffs. Tariff reductions agreed to between the United States and Europe will be helpful to Japan, since the tariff concessions made by each party to the other will be extended to other countries.

How helpful these concessions are to Japan will depend on how far they apply to goods in which Japan has an important export interest. Neither the United States nor Europe has an unlimited willingness to increase its exposure to competition from the outside. If this limited willingness is exhausted in granting tariff concessions on goods of which the United States and Europe supply the bulk of the world's exports, Japan may gain little from our concessions. Therefore, it is essential at this juncture for the United States and Europe to be fully aware of their interests in economic relations with Japan.

Japan's leadership is firmly committed to increasing cooperation with the American hemisphere and with Europe. It is in the interest of us all that this cooperation be built as quickly as possible into an active, equal partnership.

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PACIFIC PARTNERSHIP FOR PROGRESS

By EISAKU SATO

THE Japanese economy has progressed since the destruction and chaos of World War II, and many difficulties have been overcome with the help and cooperation of friendly nations, especially of the United States.

During the ten years since the Peace Treaty was signed in San Francisco, the gross national product has increased nearly two and a half times. This means an annual average growth rate of 9.4 per cent. The level of wages has risen at an average rate of 5 per cent per year in real terms.

The success of the Japanese economy is a real surprise not only to the free world but also to the Communist world. In the Soviet Union, where the growth rate is said to be 7 per cent, former Deputy Premier Zhukov told me last spring that Japan is called "the prosperous islands."

These facts are cited not to boast about the economic progress Japan has already made, but to emphasize that still more growth is vital. Despite our gains, our per capita income of about $400 per year still remains one-sixth of that in the United States, and one-third of that in Australia.

Many things in Japan must be modernized, many problems solved. In particular, a quick solution must be found for the problems that beset people engaged in medium and small-scale industries and others with an inadequate standard of living. Moreover, the extraordinary increase in population immediately after World War II has created serious social problems. Even though the population growth rate has been normalized since 1950, and the rate of increase has been dropping steadily each year, the population is 94 million at present. It will be 102 million in 1970 and 110 million in 1980. We must support this huge population in a group of islands with a combined area only as large as the State of California. Our political leadership therefore has the solemn duty of wiping out misery and social unrest by maintaining a high growth rate in the economy. This is the basic premise of political stability.

Expansion of export trade is a basic part of Japan's national policy, but the country has no intention of either disrupting another country's markets or of aiming a drastic blow at a specific industry. Japan has faithfully tried to abide by this principle despite many domestic difficulties. This is well demonstrated by the fact that more than 30 per cent of Japan's exports to the United States are under a voluntary quantity control system, maintained by us to avoid disrupting the American market. In the light of this record, it is regrettable that some foreign countries are alarmed by the export of Japanese goods and regard such trade as an economic invasion.

Eisaku Sato: "Still more growth is vital."

Wages in Japan are a frequent target of criticism by Western nations fearful of trading with Japan. However, the wage level found at major Japanese firms has already reached a point close to that of the levels existing in the leading industrial countries of Europe. Today, a senior steel worker's wages in Japan are equal to those of his counterpart in Italy. They are only 10 per cent lower than in West Germany and 20 per cent lower than in the United Kingdom.

Wages are relatively lower in smaller companies in Japan and in firms that manufacture textiles or transistor radios. These establishments employ many younger workers, especially girls; and tend to be in a stronger competitive position because of the wage factor.

The fundamental solution to these problems will be found in elimination of the double standard that exists in wages, and in the raising of the low wage earners' living standard in the course of economic growth. This is happening now. Japan is shifting rapidly from light industrial goods to heavier industry. I hope, therefore, that the Western nations will not boycott Japanese exports as "lower-priced goods," but rather will accord Japan their friendly understanding and cooperation. Japan, in return, will manufacture high-quality goods and do her utmost to help maintain order in world markets.

For our part, we must open our market to foreign goods and welcome foreign capital investment. While the necessity for Japanese economic interchange with the world has long been established, there may be too much of the characteristic Japanese insularity remaining in the handling of practical matters concerned with this interchange. I hope that the lingering remnants of this trait can soon become a thing of the past, not only in relation to economic activity, but also in relation to the wider fields of language, culture, and custom.

LAST October, Japan liberalized imports to meet goals set by the International Monetary Fund. The flow of foreign capital into Japan is continuing to increase. The total in 1961, mainly in the form of stock purchases and loans, reached $500 million—over double the amount for 1960. In addition, the number of technical agreements concluded last year was double that of three years ago.

However, criticisms continue against the numerous restrictions and legal procedures required in connection with the inflow of foreign capital. These inconveniences are gradually being removed and the restrictions imposed upon remittances in foreign currency of capital, profits, accrued interest, and other funds—restrictions which were necessitated by the precarious foreign exchange balance—will be relaxed in proportion to the gradual stabilization of the exchange position. This will simplify the inflow of foreign capital.

Nevertheless, foreign investment does pose problems for us. Japanese firms are generally undercapitalized and frequently suffer from a shortage of

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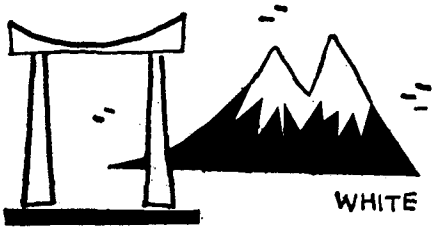
operating capital. If it were possible for foreign investors to acquire an unlimited quantity of shares in Japanese firms, then many Japanese enterprises would shortly be controlled by foreign capital. If such were the case, there would be apprehension that the industrial situation might be disturbed or that medium and small industries might be seriously affected. We also have to be concerned about whether or not Japan's export trade would be influenced by any conditions attached to the receipt of foreign capital.

In the face of these worries, I have advised those involved with Japanese industry to study the experience of Canada, which, while welcoming American capital and maintaining high living standards, still proceeds steadily with its economic development. I hope that more Japanese firms, with true foresight and self-confidence, will welcome foreign capital and management participation and thus strengthen our cooperation with foreign countries. Consequently we should not disappoint foreign investors who are genuinely willing to cooperate with Japanese companies and help contribute to the economic prosperity of the nation.



An immediate problem is presented by the discrimination against Japan by some West European nations. Because of this, West European imports from Japan are at a very low level—less than 1 per cent of the total imports of these countries. Actually, the trade link between Japan and West Europe is far weaker than the link between the Communist bloc and West Europe.

During my recent trip through Europe, I emphasized this point to various national leaders and cautioned them that if the situation were allowed to continue, it would not only be detrimental to Japan, but to the other free nations as well.

I DO not begrudge the great accomplishments of the European Economic Community during the four years since its foundation. Certainly, great praise is merited. Undoubtedly, the Common Market is strengthening its European members and contributing to an increased world trade. However, if either the mixed tariffs levied on Japanese sewing machines and chinaware which are currently in force or under study by Common Market countries, or the discriminatory import restrictions imposed through the sensitive lists which are effective in France or in Belgium, were to be incorporated into the future trade policy of the Community, the situaion would become considerably worse.

When Norway, Denmark and Ireland follow Britain's lead and participate in the EEC, the organization will become an even greater economic bloc. Undoubtedly there is danger that the free world economy will be divided into two camps unless the EEC adopts an outward-looking policy. The EEC, or any other regional body, will cause the gradual spread of discrimination unless proper and careful consideration is given to the treatment of outsiders. The EEC must therefore be urged to avoid this danger and to think over the common prosperity of the free nations.

The Trade Expansion Act recently enacted by the United States assumes special significance in this situation. To cushion the off shore discriminatory customs tariffs of the EEC and to expand world trade, customs tariffs should be reduced across the board multilaterally among the industrial countries. Of course, differences exist among these countries as to their preparedness to proceed in this direction. After the war, Japan made substantial reductions in her customs duties, and became, in effect, a low-duty country. However, the slashing of customs duties was only of secondary importance so long as the import restrictions remained. Now that the liberalization of imports has been accelerated, we would, under normal conditions, be in a position to increase duties on certain types of merchandise to cushion the disastrous effects that might be precipitated by too rapid liberalization. To schedule a reduction of tariffs at such a time and at such a level comes as a distinct shock to many Japanese industrialists.

When viewed from the political standpoint, however, the trend of the world economy will obviously not allow Japanese industrialists to maintain their own pace. We must at least start to study the negotiation of a general reduction in customs duties between the United States and Japan. And this should not be regarded as a matter for the distant future, but as something to be taken up within one or two years.

I must at this point acknowledge the existence of a point of view which holds that the U.S. is too deeply embroiled in economic negotiations with the EEC and may, therefore, have forgotten about Pacific affairs. I believe such anxiety is groundless, but I do wish to raise a question: Would the Pacific area be left out of the main current of economic development if Europe were achieving its goal of prosperity?

In the Pacific there are several countries besides the U.S. with a high per capita income: Canada, approximately $1,400; New Zealand, approximately $1,300, and Australia, approximately $1,240. Japan's per capita income is only $400, but her industrial production is at the level of the advanced nations. These countries possess not only a certain geographical unity but also share common ideals and an interest in developing free enterprise under democratic system of government.

Trade between these advanced Pacific nations has expanded 2.2 times during the past decade, and in 1960

The Japanese Economy

	1950	1960	1970	
Population	83.2	93.4	102.2	(Millions)
Gross National Product	$ 15.6	$ 38.9	$ 75.6	(Billions)
Per Capita GNP	$187	$416	$741	
Investment	$ 3.2	$ 10.9	$ 24.3	(Billions)
Agricultural Output	$ 4.1	6.0	7.9	(Billions)
Industrial Output	$ 5.0	14.4	35.3	(Billions)

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reached $11.1 billion. I believe, therefore, that these nations must move toward greater economic cooperation for the sake of an expanded Pacific market and should study all means to promote this end, including the reduction of customs tariffs.

At present, Japan has an unfavorable trade balance with these countries, but if challenging new measures could be found, along with significant improvement in Japanese exports, our imports from these nations could possibly increase by 50 per cent within a few years. My thinking on the matter is that Japan should examine concrete ways of enlarging the purchase of agricultural products or primary goods from Australia and New Zealand.

Continued bumper harvests of rice in Japan have raised the new problem of switching from rice farming to dairy farming, just as improved agricultural practice in most countries is bringing with it many new and challenging problems. But unless individual nations overcome these domestic difficulties and open the way for international cooperation, the ideal of enlarging the Pacific market will never be achieved.

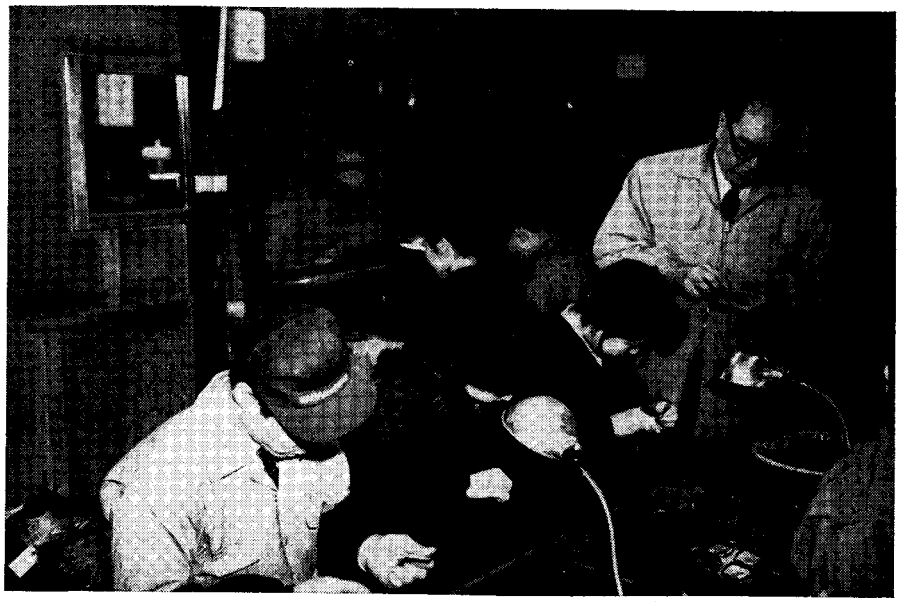
The people of some Southeast Asian countries bordering the Pacific area have very low per capita income—in many cases less than 10 per cent that of the more advanced countries. Although these nations must be impatient to achieve a greater degree of economic development, they must still depend heavily upon imports from the advanced countries. This dependence results in an unfavorable trade balance and depleted foreign exchange reserves. Adding to the difficulties is the heavy pressure of an increasing population. These lands are referred to as the countries yet to "take off," and because of economic difficulties they occasionally have political crises. I believe it is Japan's duty to cooperate and assist in the economic development of these lands and thus help elevate the living standards of these underprivileged people. This should be stressed, because, without significant economic development taking place in these countries, the expansion of the Pacific market will become unbalanced.

We are encouraged by the example of the United States, which annually assists these developing Asian countries —including India and Pakistan—with $1.7 billion in the form of grants or credit.

This type of assistance on the part of Japan amounts annually to some $220 million, excluding the deferred financing of payments for machinery. These funds are invested in specific projects upon confirmation of their value to the development effort. But the conditions or terms of reimbursement

—Peter Schmid (Pix).

The many faces of Japanese industry—At top, crowds gather to inspect a Japanese-made automobile; at center, workers make rubber gaskets in a small home factory; bottom, TV and stereo department attracts customers in a Tokyo department store.



—(Above) Peter Schmid (Pix).

—(Below) Minoru Aoki (Monkmeyer).

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must, in the future, be as generous as possible.

Among these developing countries, there are some who claim to be politically neutral and are also receiving assistance from the Soviet bloc. Despite this, assistance for concrete and effective projects must certainly be continued, with full confidence that our efforts to elevate the living standards and welfare of these developing nations will serve to strengthen the unity of the free nations.

It must be admitted that economic contributions by advanced nations for the elevation of the living standards and welfare of developing countries has become a factor in international politics that is impossible to ignore. Speaking on this subject, President Kennedy told me in Washington recently that the development of the less advanced countries was now the great problem of the world and that even the U.S. could not do it alone. I think that if the advanced nations of the Pacific were to work out a new and concerted system to implement economic cooperation with the developing countries, such a plan would be effective. Japan would work together with other nations in furthering this type of cooperative approach to development aid.

Frequently, foreign aid and development assistance are looked upon by recipient countries as an attempt by the giver to "buy friendship and loyalty." This stigma is removed when aid is given cooperatively. Any friendship and loyalty generated may then be pledged to the ideal of freedom—to the alliance of free nations working together toward a common goal.

The objective of such cooperation would be to wipe out poverty in participation with the country being aided. Development would be the goal, participation the credo, and partnership the means.

WHAT I am suggesting, then, is a Pacific partnership for progress. Positive action in this sphere would not only give practical assistance to the developing nations, but would contribute to the security of the Pacific area as well as to that of the free world.

What of Japan's trade relations with Red China? Our present policy is to continue extending the mutually profitable economic exchanges taking place on a commercial basis—but only on the principle of political nonintervention. Japan has had close relations historically as well as geographically with the Chinese mainland. In 1928, 26 per cent of Japan's exports were absorbed by China, but in 1961 the figure was only 0.4 per cent. Seventeen million dollars worth of goods were shipped to the mainland, while trade with Formosa amounted to $164 million.

Negotiations on a trade agreement covering the next five years have taken place between a private Japanese business organization and the Chinese Government. But I do not expect a major expansion of trade immediately, even with complete agreement on the items of trade. The trade will simply amount to an exchange of our consumer goods, steel, agricultural equipment, and chemical industry plants on a short-term deferred payment basis in exchange for Chinese iron ore and other raw materials. The conditions and amount of the trade will not vary substantially from the scope of individual West European nations' trade with Red China. If Red China attempts to entangle military and political intentions with such trade, the overtures will be firmly rejected. Any agreement containing any political conditions will not be approved by Japan.

Japan is geographically very close to the Soviet Union, Red China, and North Korea. Japanese political leaders are therefore very sensitive and yet defiant in the face of Communist political maneuver and propaganda. I hope that the free nations, and especially our American friends, will trust us on this point; and, on our part, I am convinced that we will live up to their expectations.

JAPAN is striving for the ideal of an expanded world economy based upon the principle of free trade, and is not a party to regional economic blocs. I observe, however, that the course of the world economy is not tending toward simplification but is rather becoming more complicated. Under these circumstances, I believe that the mutual cooperation of free nations will alone be able to lay the groundwork for world prosperity. My convictions on this point were strengthened in conversations with European and American leaders during my recent trip around the world.

During an exchange of views in Paris with Jean Monnet, he remarked that the EEC had no complicated doctrine, but that its purpose was to find a way to mutual prosperity. I agreed that prosperity could not be achieved by any single one of the countries. Walter Hallstein of the EEC told me that we must try to avoid the formation of economic blocs, and that the objective of the EEC was the expansion of world trade.

The whole free world is now moving toward that ideal. Of course, there are many difficulties and contradictions in and between countries, but we must continue our efforts to solve them one by one in a practical way until we reach our high goal. To this end, free nations must cooperate with each other. This is the challenge of today—and the road which leads to world prosperity tomorrow.

"Harris, what's this I hear about you trying to institute a coffee break?"

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THE JOLT OF THE COMMON MARKET

By SIR JOHN CRAWFORD

THE emergence of "regional" blocs of world power significance—particularly the Common Market in Europe—is providing a great jolt to thinking about world politics in Australia and New Zealand. The rethinking now in progress cannot, however, be expressed solely in terms of reaction to regional groupings. Australia and New Zealand are particularly affected by strong "world" forces sometimes originating independently of, although often accentuated by, regional groupings.

Thus there are great problems of worsening terms of trade and instability of export earnings which Australia and New Zealand share in common with a great many other—but mostly less economically advanced—nations dependent upon exports of primary products. These problems are seriously aggravated by European and, to a lesser extent, United States policies of agricultural protection. Similarly, a successful outcome of the struggle for economic development in poverty-stricken countries is vital. This struggle, too, can be adversely hampered or greatly assisted by policy decisions made in the capitals of Europe, the U.S., and the Communist bloc.

The economic and political goals that determine the future needs of Australia and New Zealand can be simply stated with relatively minor differences in emphasis.

Economically, both countries are committed to full employment and rising living standards for a population growing as rapidly as the natural role of increased and vigorous immigration policies will allow. No official targets have been adopted. Nevertheless, while growth of income in total and per head in Australia has been somewhat faster than in New Zealand, it can be assumed that full employment means, to our people, not much more than 1 per cent registered unemployed, and certainly not more than 2 per cent. Growth rates of 2 to 2½ per cent in population and 4 to 5 per cent in Gross National Product are generally regarded as desirable and feasible. The economic policies of both countries call for enlarged volume of exports to finance anticipated increases in imports. Only 20 per cent of Australian imports are consumer goods; the rest are capital goods, components, and raw materials—the great bulk noncompetitive with Australian industry.

Sir John Crawford — a response to Asia's new economic forces.

Politically, Australia and New Zealand are aligned with the West, being linked by direct alliance with the United States in the ANZUS Pact and also through SEATO. These treaties have a direct military defense flavor. In fairness to Australia and New Zealand, however, it should be stated clearly that both countries have a strong positive interest in the development of political stability and economic strength in Asian countries. While national security is naturally a prime object of policy, there is a humanitarian interest as well as a political and economic interest in the welfare of these countries.

Australia and New Zealand wish to pursue their own national objectives in their own way, but increasingly they recognize that success in these goals is, in a large measure, linked with the fortunes and ambitions of their Asian neighbors. The content of their international policies is being steadily reshaped accordingly. Regional groupings are accelerating the process of rethinking, as is the growing awareness of the necessity for world policies that are likely to assist substantial economic advancement to underdeveloped areas.

The three most important groupings in the sense of power blocs are the European Common Market, the Communist bloc, and the United States. The British Commonwealth is a mixed grouping of advanced and underdeveloped territories, with no executive cohesion; it is now probably confronted with a final disintegration of its preferential economic ties. These ties have been steadily weakening in recent years, but their threatened dissolution (if Britain joins the Common Market) nevertheless presents Australia and New Zealand with grave difficulties—at least in the relative short term of the next ten years.

The first general observation to be made about the three most advanced blocs is that Australia and New Zealand, facing exclusion from the markets of Europe, must be correspondingly attracted by prospects opening up for trade with the Communist bloc, including Red China. They are also uncertain whether Mr. Kennedy's so called grand design for the free world fully takes account of their trading problems.

In both Australia and New Zealand, the Common Market is widely regarded as an "economic enterprise with a political purpose." It follows from this viewpoint that the impact is not limited to the economic field, although this is more clearly seen and assessable than the political impact.

THE direct economic impact on both countries will be substantial. Nearly 17 per cent of Australia's export earnings could be affected adversely by Rome Treaty policies if Britain joins. We, of course, do not expect to lose all of this, but the loss could be as much as $225 million a year. For New Zealand, the prospect is even more serious. For about 40 per cent of her exports, such as meat, butter, cheese, and fruit, Britain constitutes almost the total market. Moreover, New Zealand has a relatively minor industrial base, a narrower range of exports, and will be less able than Australia to absorb shocks from European discrimination or serious setbacks in world market opportunities. Migration and capital supply from Europe and both countries are certain to be affected, although no

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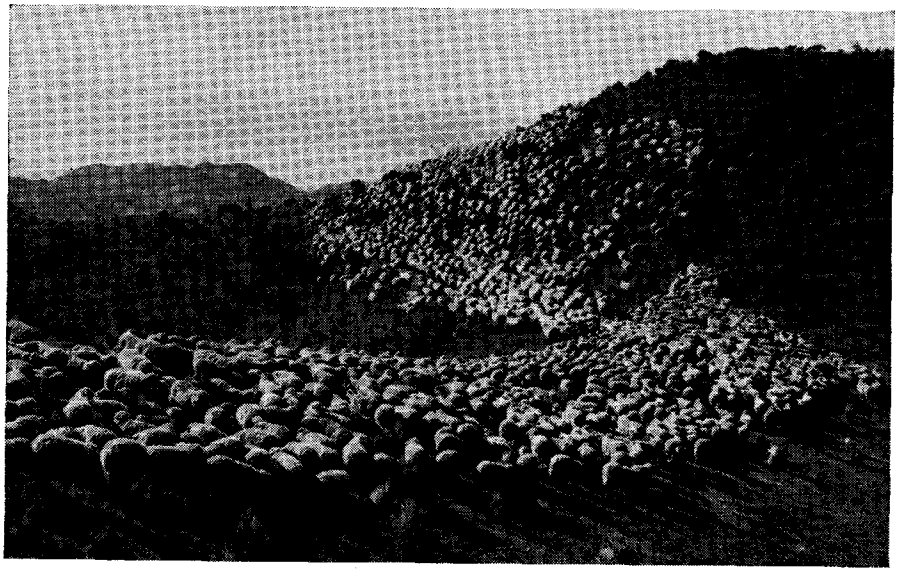
one can yet foresee the size of the problem. Almost certainly, though, there will be some reassessment of sterling area policies.

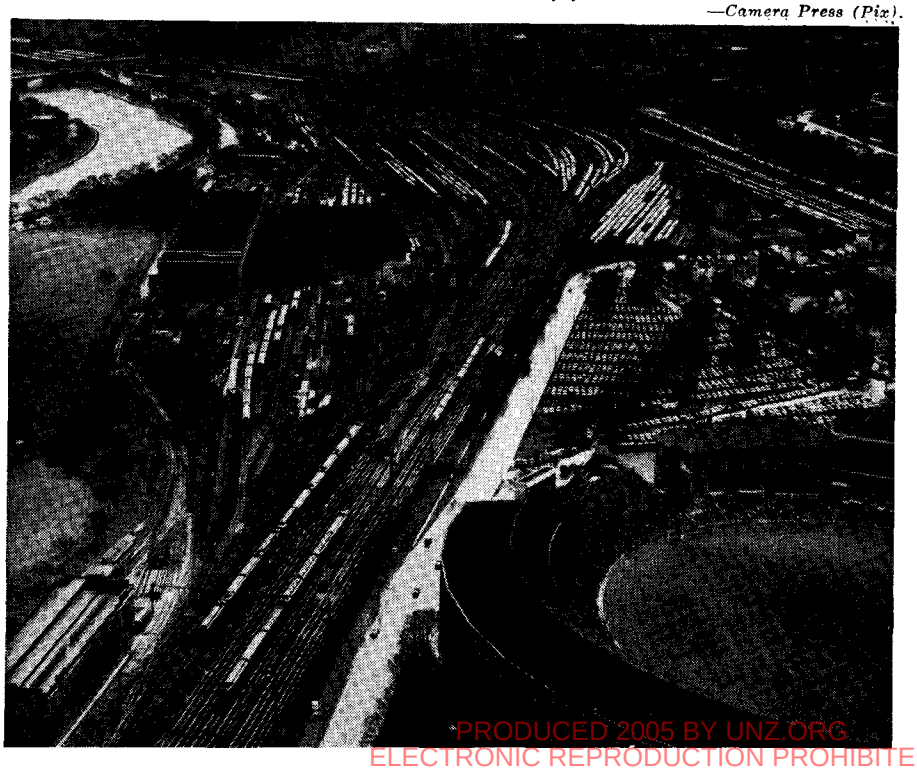
The United States is the second bloc of importance to Australia and New Zealand. It is a major source of their security, an increasingly important source of capital and know-how, especially for Australia; a major exporter to both countries (principally capital goods); and an important market for their exports and potentially a much larger one. It is under this last heading that frustrations have been greatest.

America is the one important country that places a high duty on raw wool, thus hurting both Australia and New Zealand. Its embargoes on dairy produce hurt both, but especially New Zealand. Its quotas on minerals severely restrict exports from Australia, which is probably the world's most efficient producer of lead and zinc. Its surplus disposal program, while sympathetically viewed in Australia and New Zealand, seem sometimes to be applied merely in the interest of reducing burdensome stocks in the United States. The expansion of most imports is a welcome offset to a rather depressing catalogue of restrictive import policies. Altogether, both countries consider it is now time to have a fresh look at American import policies — especially now that preferential advantages over America in Britain are to go.

By concentrating on the direct importance of the United States to the economies of Australia and New Zealand, I do not wish to give the impression that I am overlooking the importance of United States world policies to the security of the two countries. Nevertheless, in the economic field, America will be judged by Australia and New Zealand by the pressure she exerts on Europe to adopt more liberal world trading policies, by her willingness to use the Trade Expansion Act to negotiate direct trade agreements with her smaller allies, and by her leadership in promoting economic development in Asia.

If America is clearly the source of much strength and some frustration to Australia and New Zealand, the Communist bloc presents them with a different and somewhat painful problem. Neither country has the slightest sympathy with Communism; both regard the potential political and military aspirations of China in Southeast Asia with anxious suspicion; both support, at times almost uncritically, American leadership in the cold war; but both feel under growing pressure to trade with the Communist bloc, rightly regarding China as a potential offset to being shut out of Europe's markets. The Communist bloc as a whole is a significant buyer at Australia's wool auctions, taking 9 per cent of Australia's export sales in 1961-62.





Australia and New Zealand—Above, sheep in the Hawkes Bay Hills of New Zealand; below, railway yards at Melbourne.
—Camera Press (Pix).

THE political dilemma presented by this growing trade outlet in China is an obvious one, and I think Australia and New Zealand are prepared to live with the dilemma. This is, we will trade with China, but will continue to embargo strategic materials and defer recognition until the future of Formosa is satisfactorily settled.

In approaching the problem in terms of these three blocs the natural temptation is to look for a bloc which Australia and New Zealand could join. This is the simple answer, but it is not, in fact, a satisfactory one for either country. Their problems have been and remain best understood in a world setting, in which there are many factors at work.

The harsh fact is that it is easier for advanced industrial countries to trade with each other than with underdeveloped countries, or even with those relatively advanced countries like Australia and New Zealand that depend largely on basic raw materials and foodstuffs for their export earnings. Such primary products account for nearly 85 per cent of Australia's exports and over 90 per cent of New Zealand's. And what has been happening is that even though the value of world trade has grown as world production has grown, the value of trade in raw materials and foodstuffs has not grown in proportion to the increased production and trade in manufactures. In this phenomenon lie important keys to the future policy of Australia and New Zealand and an explanation of the critical

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importance to them of European and United States policies.

It is important to recognize that many more regions than Australia and New Zealand are hurt by declining terms of trade in foodstuffs and raw materials. Latin America, so dependent upon exports of farm products and minerals; Africa, so worried about its exports of cocoa, coffee, and other tropical products; and Asian exporters of jute, tea, rubber, and tin—all are involved in the same set of problems. Large amounts of aid given to many of them have been more than offset by the recent decline in export earnings. This makes us interested, along with underdeveloped countries, in world plans for stabilizing and expanding trade in primary products.

Faced with this difficult world situation for primary products, it has been natural for Australia and New Zealand to look hopefully to Asia for new and expanded outlets for their produce. And, indeed, Australians have lately been rather startled and rather relieved to find that the trend, for several years now, has been running strongly in that direction. Asian countries now take 31 per cent of Australian exports, compared with 9 per cent before the war.

Japan is the major factor in the improved situation. It is taking 17.5 per cent of Australia's exports, as against 3.5 per cent pre-war, and is now second to Britain. It will almost certainly replace Britain as the leading market for Australian exports. Much of the improvement is due to the trade treaty successfully concluded with Japan in 1957, in which substantial mutual concessions were made. Japan, on its part, has made advances in the Australian market, which is now the largest buyer in the world for Japanese cotton fabrics. For all goods from Japan, we are a bigger market than Britain or any of the European Common Market members.

IT is most important to notice that Japan represents a case of successful economic development leading to rising incomes, accompanied by rapidly rising imports of raw materials, food, and capital equipment. The picture elsewhere in Asia is far more uncertain. China, India, Indonesia—all countries with large populations and low incomes—will not become great markets for Australia and New Zealand unless economic development is successful. While these countries are more self-sufficient in natural resources than Japan, they are dependent on trade, at this stage of their development, for such of their capital and some essential foodstuffs. Success must include an ability to market their own exports of food, raw materials, and simple manufactures.

Australia and New Zealand cannot pass all of this problem on to others; they share with the other advanced countries to the West the necessity to accommodate more exports from low-income areas. Their record is comparatively good but there are problems ahead—especially as both countries have politically sensitive "infant" industries.

NOR is the matter of Asian markets simply one of trade policy. Most of the Asian countries need the most favorable trade and aid policies. We have fortunately given up the wistful habit of equating large populations in mainland Asia and Indonesia with large markets, even for food. There is now a greater awareness that successful economic development in Asia requires an enlarged and more efficient Asian agriculture and greatly expanded industrialization. Australia does see some possibility of supplying, in competition with others, some capital goods to Asia and in meeting marginal food needs in China and elsewhere. It does not see itself in a Common Market in Southeast Asia.

It is clear that a wide range of new forces is at work in Asia. The new economic policies that are evolving in both Australia and New Zealand are a response to five major situations that can be summarized as follows:

First, objectives for national economic growth are strongly held in both countries and call for enlarged exports to finance growth in imports.

Second, both countries seem likely to pay a heavy price in loss of assured markets if Britain joins the Common Market, and both look to Asian and Pacific countries, including the United States, to offset market opportunities.

Third, both countries have been severely affected by falling terms of trade for primary products, with the relative drop in Europe's purchases a major factor.

Fourth, both have greatly expanded their economic relations with Asia. Both see the importance of Japan as the Britain of the Far East. Both realize that large populations in China, India, and Indonesia do not guarantee profitable markets. Both have a strong political and economic interest in successful economic development in Asia. Both are acutely conscious that successful economic development calls for liberal trade and aid programs.

Fifth, both receive great benefits from the policy of alignment with the United States, but there are also some frustrations in direct trading relations and some embarrassment in the widely felt necessity to trade with Communist China.

To meet these situations, eight major policy lines are evolving. Some are more clear than others and action on all is incomplete.

First, policies for diversifying exports and replacing imports will be pursued by both countries, although Australia is better endowed with resources and an established industrial base for such a course.

Second, despite diversification, both countries will continue their basic dependence on raw materials such as wool and minerals and on foodstuffs for export earnings. This means they will continue to press Europe to mitigate its excessive agricultural protectionism, and that both will support and seek moves for international commodity agreements.

Third, the need for a review of direct trade relations with the United States is intensified. A negotiated reduction of the wool tariff almost certainly will be sought.

Fourth, United States private capital investment in Australian and New Zealand production will continue to be welcomed, but there is likely to be an increasingly strongly expressed desire for local participation in capital holdings and management, along with an increasing pressure to allow the local subsidiaries a free hand to develop exports.

Fifth, the tariff is likely to continue as the principal engine of domestic economic growth. There will certainly be a review of the present preferential tariff structure and Britain will lose her existing preferences. But what else will follow is uncertain.

Sixth, Australia and New Zealand are not likely to join an integrated trade group like the European Economic Community, although a case could be made for New Zealand to do so. Their market interests are world-wide. The conditions for a common market in Asia are not as appropriate as they are in Europe, although there is much scope for more regional economic cooperation. An economic union between Australia and New Zealand is quite foreseeable, despite some difficulties. Furthermore, a greater element of integration with North America is possible, but the more likely next step is a review of direct trading relations.

Seventh, both countries must share in general efforts to improve trade opportunities for the underdeveloped countries of Asia and to provide aid in the form of capital and technical assistance. Especially through the Colombo plan, both countries now contribute

(*Continued on page* 99)

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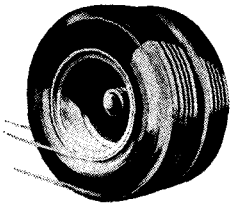

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A FORMULA FOR GROWTH

By PLACIDO GARCIA REYNOSO

MY COUNTRY, Mexico, is widely regarded as a nation which, over the last quarter of a century, has succeeded in breaking away from its state of underdevelopment. It is now rapidly approaching what W. W. Rostow was called the "take-off" stage toward self-sustained and balanced growth. Between the late Thirties and the early Sixties its gross national product (at constant prices) more than trebled and per capita income more than doubled. This took place under conditions of internal political peace and relative monetary stability and has been accompanied by profound structural economic changes. Within the past twenty-five years, Mexico has created a diversified industrial sector which, at present, accounts for one-fourth of total output of goods and services. She has built a dynamic agriculture for export products, which has become the mainstay of our foreign trade; she has expanded and strengthened her own infrastructure through a persistent effort by the state aimed at the development of transportation facilities and other public utilities.

Mexico today has four times as many miles of first-class roads as before the last world war. Oil output has increased three times and the increase in electric power generation has been more than fourfold. The dynamism of the Mexican economy is a source of amazement to foreign visitors. Her capital, one of the ten largest cities in the world, compares with any in respect to the pleasantness of modern daily life. In addition, almost the whole of her national territory, an area equivalent to about half the continent of Western Europe, bears witness to rapid economic and social change and especially to industrialization effort.

Mexico has left the Thirties far behind. At that time, her industrial base consisted of manufacturing facilities producing consumer goods almost exclusively. Today she has an impressive array of heavy industries including steel, chemical, and machinery, and the nature of her economic relations with the rest of the world is rapidly changing. Mexico is no longer a mere exporter of raw materials and foodstuffs. Manufactured goods now account for over one-fifth of her sales abroad.

Placido Garcia Reynoso—Out of cooperation, a new strength.

One might think that in view of this rapid economic and social progress, Mexico could look with indifference at external developments and should continue to lay stress on internally directed growth. But such an attitude would not serve Mexico's long-range interest. In my opinion, her past achievements force Mexico into a continuously broader and wider economic intercourse with the rest of the world. On deciding upon the forms which this intercourse should take, Mexicans have carefully considered both the general trends of the world economy and certain basic implications arising from her geographical location and a still semi-developed economic structure.

THE resurgence of new problems and of obstacles to continued and rapid economic growth comprise one of the factors which force Mexicans to look outward. Some of these difficulties are inherent in the process of development itself; others are a consequence of the impact of the technological progress of more advanced societies upon the less developed areas; still others reflect the imperfections of international economic relations which, for obvious reasons, affect the weaker sectors of the world economy more seriously than the stronger ones.

The impressive growth of Mexico's economy—6 per cent a year on the average over the past two decades—has been achieved under very favorable domestic and external conditions. In the first place, with the exception of water resources for agriculture, Mexico is fairly well endowed with physical resources; secondly, during the period between the two world wars she began to expand her industrial sector; thirdly, during more than a decade when she relied upon the very favorable trends of the international commodity markets, she could sell easily all that was produced for export.

When, as in the case of Mexico, you possess the necessary base, both material and human; when you have carried out certain important changes in order to break down social and economic rigidities inimical to progress; and when the state itself lends high-priority support to economic development—then you must obtain rapid growth. This growth comes from a continuous shifting of resources from less productive to more productive activities, through a judicious use of public saving for building up the infrastructure, and through the mobilization of private savings for the establishment of new enterprises to meet a steadily growing demand for goods and services.

Again, in the case of Mexico, the fact that the Administration was ready and willing to apply dynamic policies to stimulate exports and protect growing domestic industries served to help the economy considerably. But in the mid-Fifties external conditions began to deteriorate. Since the consumer goods industries were already largely established, Mexico had reached the stage where it became imperative to foster further growth by initiating production of intermediate and basic capital goods. All this confronted the country with many new problems. To cope with them she had to begin to think about the need for regional economic cooperation aimed at establishing a Latin American Common Market.

By the early Fifties Mexico and the rest of Latin America realized that future economic development would depend more than ever upon a sharp increase in available financial resources and on the access to growing external markets. But the mobilization of these additional resources continue to be hampered by the still low level of income in the region and by the absence of international aid programs. At the same time, external markets stopped growing because of the sluggish de-

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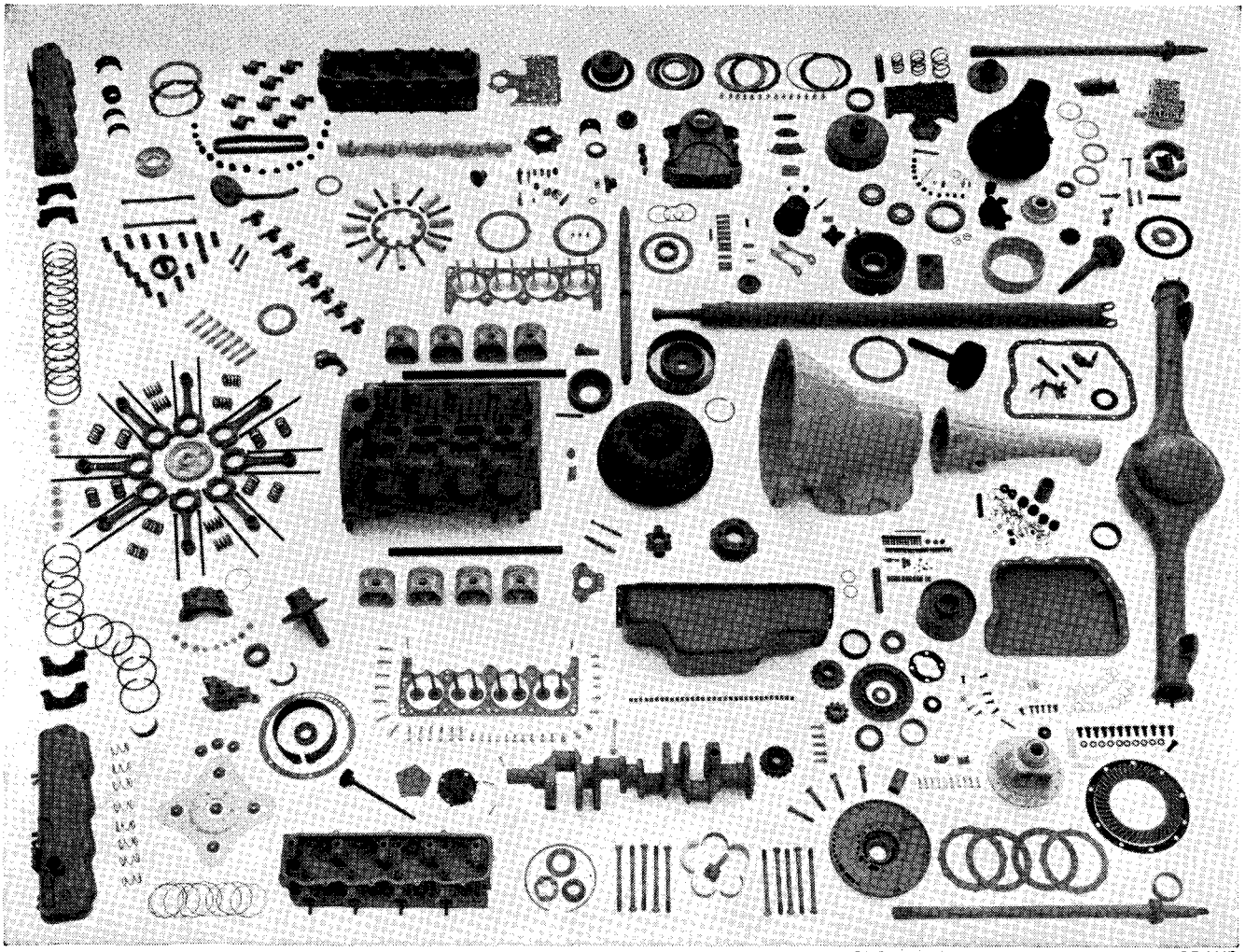

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mand for basic commodities in the industrial centers and the appearance of new competitive primary producers in Africa and Asia. As it became increasingly clear that these adverse developments might soon lead into a blind alley of economic stagnation, Mexico was forced, together with the rest of the region, to revise her traditional attitudes and policies, which were based on an internally directed development of individual nations.

It is mistakenly believed outside of Latin America that Mexico's recent efforts in the field of regional economic cooperation represent a response to the appearance of the European Economic Community. This is not quite true. It cannot be denied that the rapid European economic integration gave an additional stimulus to her own efforts, but the roots of her action lie elsewhere. Latin American attempts to cooperate on a regional scale sprung in the mid-Fifties to meet the challenge of our number one problem. This is the great difficulty of proceeding with individual development efforts in a world characterized by the absence of effective mechanisms of cooperation between advanced and underdeveloped countries.

Mexico participated actively in all the negotiations which led to the signing of the Montevideo Treaty and became a charter member in early 1960, together with six other Latin American republics. At the present time, Mexico supports any step aimed at the consolidation and expansion of the Latin American Free Trade Association and insists that regional action should not be limited to the liberalization of zonal trade. This action should cover many other vital fields, such as complementary industrial arrangements and coordination of national development policies in the area. What is more, we do not consider the Montevideo Treaty as a defensive weapon against the outside world. We see in it a positive regional mechanism aimed at the acceleration of economic growth in Latin America.

It is necessary to stress this main objective of the Latin American integration program, since there are some who believe that the expansion of economic relations within our area will adversely affect the commercial interests of third countries. The argument, still being heard, claims that the growth of regional trade will divert the flow of industrial goods to Latin America from the lower-cost producers in the advanced countries to the higher-cost Latin American producers. Thus, they say, both the traditional suppliers of the industrial goods and the welfare of Latin American consumers will suffer.

The fallacy of such reasoning is obvious to anyone aware of the nature of our problem. The present intra-regional commerce amounts to some 8 per cent of total Latin American trade and is as yet of secondary importance to almost all members of the Montevideo Treaty. Its potentialities, however, are very great, yet its expansion will not damage the trade of the area with the rest of the world. Assuming that the Latin American economies would grow at a rate considered by the Alliance for Progress as an absolute minimum, the Economic Commission for Latin America estimates that by 1975 the region's total import needs will rise to $16 billion. Since, under the present conditions of international trade, external resources available to our region from its exports to traditional markets will cover only *one-half* of these import needs, the remaining must originate in the new intra-zonal trade, for otherwise, the region's economy will enter a stage of stagnation. In other words, there is the possibility of expanding inter-Latin American trade from $750 million annually (recorded in the latter years), to nearly $8 billion in 1975. Such expansion would not adversely affect total trade of the area with third countries; it would merely affect its composition.

As an example, let us take Mexico's trade with Latin America. Mexico's commerce with the Montevideo Treaty members, from the viewpoint of her total commercial relations with the world, is still inconsequential. Last year, before the first round of multilateral trade concessions in the area went into effect, it amounted to some $10 million. Present statistics show that in 1962, under the stimulus of the Montevideo Treaty, intra-regional trade may almost double. Although the total value of this trade is relatively small, the number of new products entering into it is quite impressive. In most cases, Mexico's new exports to the area consist of goods for which, because of the limitations of the domestic market, she has considerable idle productive capacity. The mobilization of this capacity for exports has an immediate impact upon the levels of her domestic activity and employment. These exports, upon the reciprocity principle contained in the Montevideo Treaty, would release foreign exchange resources for purchases in the advanced countries of additional investment goods, which otherwise she could not have bought. The progressive expansion of trade with the area will accelerate this process.

Fortunately for everybody concerned, the earlier indifference of the advanced countries toward Latin American integration efforts is rapidly disappearing. More and more people in the United States, and for that matter in Europe too, are accepting the propositions which are guiding this regional action. These are:

1) The purpose of trade regionalism in less developed regions is to foster global economic growth and not to discriminate against the outside world.

2) Individual national markets in Latin America are insufficient to support many types of modern industry in the separate countries or to encourage the degree of specialization needed for sustaining the necessary rate of growth.

3) Recent trade trends between Latin American and industrial countries do not indicate that this area, at least in the near future, will receive

—Henle (Monkmeyer).

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sufficient external trade revenue to finance the necessary industrialization efforts in individual countries.

4) External financial aid in the form of credits and grants under present international programs cannot be expected to fill the gap and provide resources for the development of Latin America.

5) The joint efforts of the Latin American republics aimed at expanding present trade, and creating new regional commerce, will have an important developmental effect and contribute to world welfare.

The growing outside acceptance of Mexico's regional efforts found expression in a recent speech delivered in Mexico City by Teodoro Moscoso, the General Coordinator of the Alliance for Progress. On that occasion he said: "The opportunities [in this region] will widen considerably if we respond to the challenge of economic integration—that of the creation of a vast and sole market for Latin America. The countries of Latin America will not be able to utilize modern technical advances nor attain the required efficiency in production and services so long as they do not integrate their economies and expand their heavy industry, uniting themselves to build the infrastructure of a modern economy: highways, railroads, bridges, and other communication projects. If this is not done, those nations which continue to depend upon one or two export products subject to violent price fluctuations will be unable to construct anything permanent in accordance with the new commercial patterns of the free world. In order to correct this adverse tendency, it will be necessary to stimulate national development and increase the production of an ever greater variety of manufactured articles and products which the Latin American countries may offer competitively in the world market or among themselves. It would not be practical to engage in a struggle to reach these objectives with the present economies, separated and burdened with tariffs. The only reasonable hope of attaining what we desire depends upon the creation of a Latin American common market."

I HAVE already mentioned that the establishment of the European Economic Community provided an additional stimulus to our own integration efforts, but the two movements are independent in their origin. It is only fair, however, to state that we in Latin America do not look with indifference on those features of the European Common Market which seem to lead to a further weakening of our position in world trade. It seems that the discriminatory features of the European grouping are less dangerous to Mexico than to other republics, but as a part of Latin America we cannot consider ourselves completely immune to the fears of the rest of the continent.

For a number of reasons, Mexico's relations with Western Europe follow somewhat different patterns from those of other republics. First, because of our proximity to the United States, Mexico's overall trade with Western Europe is proportionately smaller than that of the majority of the Latin American republics. Her exports to the European Economic Community countries represent less than one-tenth of her total export trade, compared with about one-third in the case of Argentina, Chile, Peru, Uruguay, and the Central American area. Secondly, her exports to Europe are fairly diversified—ten different commodities account for some 80 per cent of her sales to the European Common Market, and tropical foodstuffs such as coffee are of minor importance in her trade with that area. Thirdly, her relatively advanced development and her political and monetary stability give her better access to European capital resources than most of her neighbors have.

In 1960 and 1961, European Economic Community imports increased in round figures by $5.4 billion and $2.5 billion, respectively. Of the $5.4 billion increase in 1960, only some $150 million in new imports came from Latin America, and according to preliminary estimates a similar trend was registered in 1961. Although the general deterioration in the international commodity markets is in part responsible for this unsatisfactory development, there is no doubt in our minds that Latin America's share in the EEC market could have increased much more. This failed to occur not only because of the preferential arrangements between the Six and the African primary producers, but also as a consequence of the growing competition from the temperate zone agricultural producers in Europe and other advanced countries. Our concern increases when we consider the possible negative consequences for Latin America of the expected British entry into the Common Market.

The facts are that whereas before the war Latin America accounted for over 11 per cent of the import trade of the present members of the EEC, in 1960 this ratio declined to 6 per cent. As the last issue of our leading economic monthly, *Comercio Exterior,* puts it, "Economic relations between Latin America and the European Economic Community instead of improving continued deteriorating."

One could be more optimistic in this respect if the relative stagnation of commercial relations between the two regions were compensated to some extent by the flow of capital resources from Western Europe to our subcontinent. Unfortunately, however, if one considers the magnitude of prosperity reached by Europe in the past ten years, the flow amounts to an almost invisible trickle. According to a study released recently by the Organization of American States, the total volume of EEC countries governmental economic aid to Latin America amounted in 1961 to less than $23 million, or about $1 million per Latin American republic.

Latin Americans are in part responsible for this state of affairs. In the past, they approached the European Economic Community unilaterally and all these unilateral efforts ended in failure. Even today one can hear voices in that part of the world advocating a country-by-country approach to the EEC aimed at individual association with the Community along the lines adopted in the case of Greece.

I HAVE the strongest doubts about the fruitfulness of such attempts. I do not see why the EEC countries should be willing to extend preferential arrangements to areas other than those in their immediate sphere of economic interest. Joint Latin American action aimed at the gradual elimination of certain commercial and financial policies of the EEC, which imperil our development prospects, not only has a better chance of success, but should stimulate our regional integration. When trying to establish some modus vivendi with the European Economic Community we should mobilize the support of the United States. After helping Europe to recover from the ravages of the last war, the United States has every reason to insist that the EEC actively participate in the task of putting Latin America on a more solid road to prosperity.

I do not believe that any responsible Latin American would ask Western Europe for the extension to our shores of its preferential arrangements with the African countries. Africa's development is still a century behind ours and the ex-colonial countries are starting to develop now almost from scratch. They obviously must expand primary production at this stage. But it is only fair to ask that a prosperous Western Europe enter into constructive discussion with our countries concerning the following points:

1) The gradual liberalization of the

(*Continued on page* 99)

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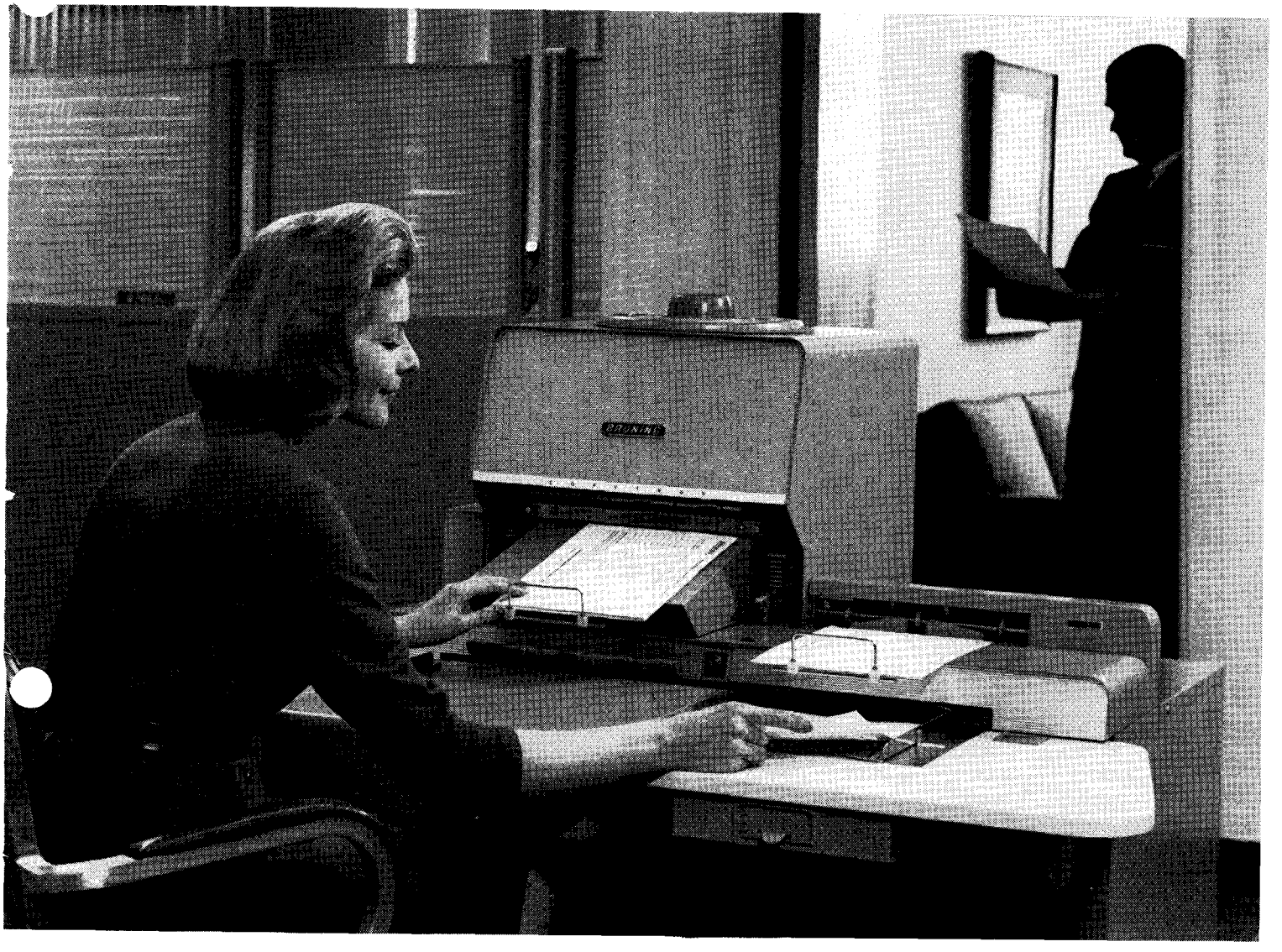

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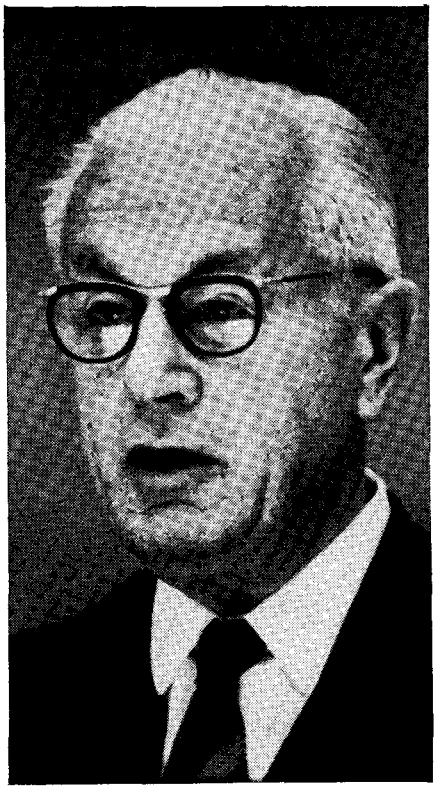
TOWARD A POLICY FOR COMPETITION

By L. D. WILGRESS

CANADIANS generally are wedded to the principle of multilateralism in trade. The recent trend toward regional groupings has caught them unawares. This explains why it is taking them so long to make up their minds. The significance of the formation of a Common Market in Europe and of the probable adherence of Great Britain to that grouping has only recently begun to sink in. Canadians accepted without great enthusiasm this initiative so long as it was confined to the six countries on the Continent. They realized that the increased prosperity and economic growth that the formation of the Common Market would bring to the six countries could have long-term advantages for Canadian trade, although they were worried about the possible adverse repercussions on the sales of Canadian wheat. It was only when, a little over a year ago, Great Britain applied for accession to the European Economic Community that Canadian opinion began to be alarmed at the threatened loss of the preferential position Canada has enjoyed in the British market.

At the Ottawa Conference in 1932 Canada was the beneficiary of an exceptionally favorable deal. The most valuable concession received was the guarantee of entry, free of duty, for the great bulk of Canadian exports to the United Kingdom. In recent years only 3 per cent of Canadian exports to that market have been subject to duty. The guarantee of duty-free entry assured Canada of a tariff preference on all goods on which a duty was imposed on imports from non-Commonwealth sources. As the most developed country in the Commonwealth after the United Kingdom, Canada was in the best position to take advantage of the tariff preference accorded by that country.

The adherence of Great Britain to the European Economic Community will mean the loss of these tariff preferences. Perhaps an even more serious cause of Canadian concern is the fact that British membership in the Community would subject Canadian goods to reverse preferences in all those cases where the goods will be subject to duty under the common external tariff of the Community. Canadian goods, instead of enjoying in most cases free entry as at present, will be subject to the duties provided for in that tariff, while similiar goods imported from countries within the Community, which are now subject to duty, will be able to enter the United Kingdom free of duty. It is, therefore, in Canada's interest that the common external tariff should be reduced as much as possible.



L. D. Wilgress—Canada is facing "a revolutionary situation."

Canadian opinion is gradually becoming aware of the imperative necessity for Great Britain, in its own interest, to become a Member of the European Economic Community, both on political and economic grounds. If Great Britain remains an island off the coast of Europe, its relative political influence will decline in the face of the growing strength of the new Europe. Its industries will be deprived of the invigorating effect of the competition that comes from inclusion in a wider grouping. Important bodies in the United Kingdom, such as the influential Federation of British Industries, have subscribed to the value of specialization. They recognize the need for competition and appreciate the benefits derived from large-scale production and modernization of plant. They do not fear the ability of British industry to obtain its fair share of the increased prosperity that the Common Market can bring to all of its members. On the other hand, they fear the stagnation that may result if Great Britain should be forced to continue on its own.

Canadians are beginning to see that in such a case the United Kingdom could very well afford a less reliable outlet for Canadian exports than in the case at present. Nor is the Commonwealth, on account of its diversity, an acceptable alternative to British membership in the Community. The so-called white members of the Commonwealth are all in an advanced stage of development. The basis no longer exists for the concept of Commonwealth free trade propounded by Chamberlain over sixty years ago.

If Great Britain becomes a member of the European Economic Community, the resulting prosperity and more dynamic economic growth would probably mean that she would become an increasingly larger market for the products that Canada is best fitted to supply. Moreover, Canada should continue to benefit from the Commonwealth connection through having, as a member of the Community, a Commonwealth country that understands and has sympathy for its trading aspirations.

Canadians are becoming aware that something more is necessary than a purely negative approach. Canada must also have a positive policy if its influence is to be exerted in the adjustments that have to be made to the new set of circumstances. For Canada this is a matter of vital importance.

IT IS inevitable that one of the solutions proposed for the new situation with which Canada is confronted should be the conclusion of an agreement for a free trade area with the United States. This would be in accord with the present trend toward regionalism. There is, however, a certain amount of confusion about what this means. For instance, it is not generally recognized that the United States would probably not be willing to include agriculture and that a purely industrial free trade area might not be equitable to Canad Moreover, there is a large section or Canadian opinion that feels Canada already is too closely dependent upon the United States. A variation of this proposal is that Canada should seek

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free trade with the United States in selected commodities. Those advocating this course often overlook the need for the United States to adhere strictly to the most-favored-nation clause.

THERE is a minority of Canadian opinion that favors a link with the European Economic Community. These people appear to be unaware that under the Treaty of Rome full membership is confined to European countries and that association of a highly developed country with the Community would necessitate the removal not only of all trade barriers in relation to the Common Market, but also of the obligations concerning the harmonization of social legislation, the migration of labor, agricultural policies, restrictive business practices, and commercial policy toward third countries.

There is also the school of thought, favored by the official opposition in Parliament, which would have Canada take the lead in bringing about an Atlantic Free Trade Area. This would associate the United States and Canada with the enlarged European Economic Community. Those advocating this course do not appreciate the need for the United States, as the leader of the free world, to avoid entering a trading bloc that would be discriminating against all the countries of the free world outside of that bloc.

A diminishing school of traditionalists continues to be active in Canada. They hanker after efforts to develop intra-Commonwealth trade in the event Great Britain is unable to enter the European Economic Community, or as an alternative to that course. They are not put off by the frustrations the present government has experienced in its efforts in this direction ever since it came into power in 1957.

Finally, there is the by no means negligible section of Canadian opinion that is adopting "a plague on both your houses" attitude toward the two great trading blocs—the European Economic Community and the United States. These, the isolationists, would fight for the retention of tariff preferences on Canadian goods, but they believe Canada should take only a passive part in future multilateral tariff negotiations. Implicit in this attitude is higher protection for Canadian industry. This would tend to increase costs and make Canadian goods less competitive in world markets. There is the further danger that this attitude would tend to isolate Canada from the leading trading powers. Canada would cease to have much influence upon subsequent developments.

OUT of this welter of confused ideas come a few facts that may point the way to a coherent and positive policy in the revolutionary situation brought about by the creation of the European Economic Community. One is that, while the interests of Canada and the United States diverge on certain points, they coincide on many basic points. They diverge mainly in respect of Commonwealth preferences. Some Canadians suspect that this is one of the reasons for the support given by the United States to British entry into the European Economic Community. The Americans have long made known their dislike of preferences. Yet this is not the main motive for their present policy. Support of European integration has come about through motives of high policy. The Americans have wished to see a strong Europe ranged alongside the United States in the defense of the free world. They have supported British entry into the Community in order to bring to an end the disastrous division of Europe into riv trading groups.

Canadian and American interests also diverge to some extent in respect of wheat policy. Canadians remain firm in support of the competitive principle, while the Americans, desirous of freeing themselves from the difficulties that have arisen as a result of their agricultural policy, would be more inclined to enter into arbitrary arrangements.

Apart from these two aspects, the interests of Canada and the United States coincide in all matters affecting the future policy to be followed toward the European Economic Community. It is in the interests of both countries that Western Europe should be strong and prosperous. Both countries have a major interest in bringing about a more liberal attitude in the execution of the common agricultural policy of the Community. Both Canada and the United States have a great interest in bringing about a reduction in the rates of duty provided for in the common external tariff of the Community. Given this close harmony of interest, Canadians are becoming aware that Canada has everything to gain from a policy of support and cooperation with th United States in relation to the EEC.

Opportunity for the reorientation of Canadian policy is being presented by the Kennedy Trade Expansion Program. The Trade Expansion Act of 1962 is the most imaginative legislation ever enacted in support of the increase of world trade on a multilateral basis. As such it promises to fulfil many of the aspirations of Canadians for a world as free as possible of trade barriers. It is so far-reaching, however, that it needs to be most carefully handled if it is to produce all of the good of which it is capable.

Canadians have been disappointed that Canada has not been included, along with the United States and the European Economic Community, in the computation of the 80 per cent or more of the aggregate world export value of all the articles within any category, for which the President has authority under the act to reduce duties on any articles within such category without any limitation. If Canada had been included, more use could be made of this provision to assure free trade with both the United States and the Community in selected commodities Canadian industries, such as those producing paper, forest products, and aluminum, are in favor of the widest possible free trade in their products.

At the GATT meeting held in No-

—Fujihika (Monkmeyer).

Aluminum on the move—Ingots of aluminum are moved by a fork-lift truck at a dock in Canada.

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vember, 1961, the proposal was made for another round of tariff negotiations to be conducted on a different basis from previous negotiations. The five rounds of multilateral tariff negotiations so far held under the auspices of the General Agreement on Tariffs and Trade (GATT) have been on an item-by-item basis. Experience has shown that this method of tariff bargaining has outlived its usefulness, even though it has led to substantial reductions in duty. A new approach is felt necessary and the success of both the EEC and EFTA in making percentage reductions across the board in their tariffs has revived interest in the possibility of tariff reductions by linear or percentage cuts. This idea originated in a French proposal submitted to GATT in 1951, which was later elaborated and refined by a committee of experts. The enactment of the Trade Expansion Act of 1962 opens the way for the practical execution of some such plan. The GATT committee appointed for drawing up the necessary procedures will soon be meeting in Geneva.

IT IS hard on Canadian manufacturers to have to contemplate the loss of preferences and, more particularly, the subjection to reverse preferences in a leading importing market, while at the same time having to anticipate further reductions in the tariff protection accorded in the domestic market. In the 1938 negotiations for a trade agreement with the United States and in each of the five rounds of multilateral tariff negotiations held under GATT, the Canadian officials have become familiar with the bargaining value of reducing or eliminating preferences. It has been frustrating for Canadian officials to see the preference enjoyed by Canada in the British market being whittled away without their being able to take any effective part in the negotiations.

When Great Britain becomes a member of the European Economic Community, Canada would be justified in contemplating the gradual elimination of the preferences now accorded to Great Britain in the Canadian market, because it would be illogical to accord to one member of a customs union tariff treatment different from that accorded to other members of the same customs union. Canadians would expect the bargaining value of such elimination of preferences to be taken into account in the forthcoming tariff negotiations.

The vista of possibilities, opened up for freer trade by the Trade Expansion Act of 1962 and by the negotiations that will take place under the powers conferred upon the President by that act, is an alluring one. It should inaugurate a new era in world trade in which the beneficial effects of competition will be allowed wide scope. It will be applicable chiefly to raw materials and "sophisticated" goods—the goods that did not exist when I was born. They are produced on a large scale only in a limited number of countries, chiefly the United States, the countries of Western Europe, the Soviet Union, Japan, and Canada. An increasingly large share of world trade is being accounted for by these goods. They are the products of modern science and technology and reflect the results of the scientific revolution. The distinguishing feature of the trade in "sophisticated" goods is that quality counts more than price and that they are less labor-intensive than consumer goods. In the nineteenth century world trade consisted largely of the exchange of staple consumer goods for foodstuffs and raw materials. In this exchange the producers of foodstuffs and raw materials did not do badly because the competition of the industrial countries for the available supplies resulted in remunerative prices. Now the situation is reversed.

For security and social reasons the industrial countries are stimulating the production of increased supplies of foodstuffs at home by means of rigid protectionism. To an increasing extent the production of synthetics is being developed to displace raw materials formerly imported from underdeveloped parts of the world. This has led to the characteristic anomaly of postwar trade. The exchanges of goods between the developed countries have been increasing at a much more rapid pace than the exchanges between the developed and underdeveloped countries or those between the underdeveloped countries themselves. The terms of trade have steadfastly declined, to the disadvantage of the underdeveloped group of countries.

THE increase in trade between the developed countries has been mainly in the sophisticated or science-based class of goods. It is in this class of goods that the largest percentage reductions in duty may be expected in the forthcoming round of tariff negotiations. The 80 per cent provision of the Trade Expansion Act of 1962 will be applicable almost exclusively to this class of goods. We can foresee the imminent approach of an era in which these goods will be traded with great freedom. The fresh breeze of competition will stimulate a rivalry in each country's science and technology to improve the quality of production.

Canada is in a good position to benefit from this situation. Little research is being undertaken now by Canadian

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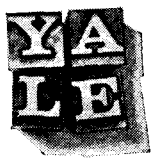

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Frederick R. Kappel

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Frederick R. Kappel—"Our only license to exist is public satisfaction."

IN HER traditional Christmas broadcast to the British Commonwealth, Queen Elizabeth II made a comment from her centuries-encrusted throne that could only have been uttered at the close of 1962: "The wise men of old followed a star. Modern man has built one. But unless the message of this new star is the same as theirs, our wisdom will count for naught."

The British sovereign's reference was to a very American achievement, the launching into space of the communications satellite Telstar, a "switchboard in the sky." Orbiting 3,351 miles above the earth, Telstar was more than a triumph of the modern technology of space and communications. It was also a symbol wise men could approve, of a new era in human communications, a work of peace that sought only to bring men together, not to destroy them. Finally, it was the product of a promising new teamwork in space between government and industry, in this case the largest private enterprise venture in the world, the $27.9 billion American Telephone and Telegraph Company.

This dramatic collaboration underscores, in effect, *Saturday Review*'s own conviction that the expanding responsibilities of business in our society demand that modern executives serve the public interest as an indivisible part of their private corporate interest. Out of this conviction, *SR* established its annual Businessman of the Year citation. The 1963 citation goes to Frederick Russell Kappel, chairman of the board and chief executive officer of American Telephone and Telegraph.

Mr. Kappel has spearheaded his company's $50,000,000 commitment to Telstar since it was originally envisioned by a Bell Laboratories scientist, Dr. John R. Pierce, in 1954.

Mr. Kappel, furthermore, believes that mutual respect and increased cooperation between the public and private sectors of our society are indispensable for the fulfilment of the gigantic tasks confronting American democracy around the globe today. In his view there is a synergistic interaction between government and industry in mid-century America, a new socio-economic factor producing benefits in combination for the country greater than the two agencies working separately. In other words, the national whole is greater than the sum of its economic and political parts.

As a man who gives a great deal of his time to public service, for government, for educational and charitable enterprises, and for key business and professional associations, A.T.&T's chairman is also passionately dedicated to the concept that maximum service to the telephone-using public is the basic, indeed primary, obligation of the entire Bell System from top to bottom.

A firm believer in the power of higher education to condition the tone and texture of our society, Mr. Kappel also is convinced that outstanding college graduates—of whom A.T.&T. recruits some 3,000 a year—offer the best candidates for future leadership in his company. In this connection he is more concerned about industry and government's efficient management of the existing supply of scientifically trained manpower than in any supernational drive to greatly increase the quantity.

Quality is more important than quantity, Mr. Kappel asserts, and the present supply should be adequate if wisely allocated. He feels the time for hardheaded re-evaluation of all scientific manpower priorities is at hand.

A solid, square-cut man, the head of A.T.&T. radiates energy and determination with the cheerful confidence of someone accustomed to getting things done ever since he began his telephone career in 1924 by digging holes for telephone poles in his native Minnesota faster than the crew behind him could put poles in. Mr. Kappel has supervised with the same energy a enormous expansion of his compa since he took over the reins as president on September 19, 1956. In these years the Bell System has added over

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17,000,000 telephones to its U.S. network, which now totals about 66,000,000 out of the 81,000,000 in the entire country; has invested about $15.35 billion in enlarged facilities; and has seen the company's total plant investment rise from $17 billion to $27.9 billion. And with 2,200,000 shareholders, the company is approximately two and a half times as widely owned by the public as the second largest enterprise, General Motors, with some 850,000 stockholders.

What did the 730,000 employees under Mr. Kappel's direction do last year? They operated and maintained the world's largest and most efficient telephone system, which, in the process, completed 76 billion local telephone calls, 3.6 billion long distance calls, and 5,000,000 international calls, earning revenues of about $8.5 billion. These revenues also came from the leasing of A.T.&T. circuits for network television, for transmission of a vast continuous flow of data and news material for the information of business, government, and the general public. A.T.&T. manufactured through Western Electric the complex equipment needed to make this huge system work. Through Bell Telephone Laboratories they conducted one of the most massive research and development programs in private industry, not merely to advance Bell's technical facilities, but through pure research to enlarge man's background store of scientific knowledge and make possible such A.T.&T. technological breakthroughs as the transistor, the solar battery, radio astronomy, the horn antenna, the optical gas maser, and the negative feedback, all essential to long-distance telephonic communication or to the creation of a world-wide system of communications satellites, of which Telstar was the historic first step.

In an era of transcendent change, the chief executive officer of such a far-flung communications enterprise as American Telephone and Telegraph obviously is in a central command post of great public as well as corporate importance. In this sense, therefore, his reflective view of his responsibilities is as crucial as his demonstrated capacity to administer.

In conversation he is forthright. His public speeches are equally direct. From both these sources a sort of tapestry can be woven together out of varied strands of his thoughts, a tapestry that reveals his personal philosophy.

First of all, Mr. Kappel expounds eloquently his guiding conviction that service to the customer is the primary duty of himself and the entire Bell organization. "Our only license to exist is public satisfaction. We must serve the public's needs better tomorrow than today. In the Bell System, offering as we do a personal, necessary, human service, one of the first obligations—I'd almost say the first necessity—is this thing I call a feeling, a drive for quality. Please understand that I am not talking to the point of how good a job we do. We groan about our shortcomings. I am simply describing a *principle of effort*. If you can get the idea of quality into people's blood and people's bones, they are alert and receptive to a goal that is beyond their present reach. We describe it in homely, time-honored, deeply felt words—'the spirit of service.' It is something we intend to live by, and we do."

Mr. Kappel does not minimize or apologize for profits. He states forcefully the obvious economic truth that profits are essential to the health of any corporation: "New capital of a billion a year, more or less, and total construction of two and a half billion a year—this kind of program simply cannot be grounded on skimpy profit. We are not looking for all the profit we can get. But within the area of good judgment there is a level of profit that allows you to do what ought to be done. I think it is essential that this be better understood by the whole country as a whole, and particularly by people who write prescriptions for economic growth. The Bell Telephone Companies, for example, with about 50 per cent more employees today than at the end of the war, are serving nearly three times as many telephones. There are more jobs, yes—about 200,000 more; but each job today has behind it some $41,000 of investment—nearly three times as much as fifteen years ago. This investment is represented by increasingly efficient tools and systems, and so we can give much more service, and of better quality, at prices that attract more customers. This to my mind is the essence of growth."

FROM the moment he graduated as an electrical engineer from the University of Minnesota and joined Bell thirty-nine years ago, Mr. Kappel has had to live with—and learn from—the central socio-economic fact that the telephone business is a government-regulated utility. Thus he understands the politics of the possible.

Out of his long experience with public authorities at the city, state, and national level, Mr. Kappel has developed not only respect for their devotion to duty but a pragmatic conviction that business and government must regard each other not as opponents in a public wrestling match but as partners in a vast national effort to make our political and economic system of freedom under law meet the staggering challenge of an entire world in transition:

"In an article on foreign affairs I read this thought: that 80 per cent of the population of the world is having a brand-new experience. For the first time in history, they are waking up to the fact that the price of rice is related to the kind of government they have.

"I don't deplore the fact that we in business must live and work in a political world. On the contrary, we are lucky we can do so. We are lucky to be doing business in a country where political life is everyone's concern, and where public opinion, the public consensus, determines not only elections but the success or failure of every enterprise. This is our democratic process.

"The Telstar satellite story tells the world that government and private enterprise in the United States can work together on the most complex problems. But we in business must also prove, in the purposes we enunciate and the actions we take, that our private interest is not in conflict with the public interest; rather, that the goals we set, and the means we use to achieve them, point toward progress for the nation as a whole. I believe that wholehearted collaboration between government and industry is not only possible, but desirable. To say this is not to ask for favors. Government must govern, taxes must be levied, laws must be enforced, and justice must be done. Moreover, business is just as responsible as government for producing first-rate social as well as economic goals. I sincerely believe that government, business, and labor do share the same broad economic goals, and I further believe that with realistic, hardheaded, vigorous action we shall prove they are not beyond our abilities to attain. We can go forward if we believe in each other. Our task in part is to manage change with forethought and care."

This forward-looking pragmatism about Washington is important, for this month Mr. Kappel becomes chairman of the Business Council, the powerful group of 175 prominent business executives that advises the Federal Government on immediate and long-range policies affecting the national economy as well as the business community.

A.T.&T.'s chief executive foresees by 1970 a healthy rise in the labor force, population, and Gross National Product:

(*Continued on page* 75)

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The Private Role in Foreign Aid

EDITOR'S NOTE: *The following guest editorial, written for this special issue of Saturday Review, is by G. Keith Funston, president of the New York Stock Exchange.*

THE enduring subject of economic development will be even more in the news during the next few months as Congress carefully reviews the status of our foreign aid program.

The point of this eventful review is directed to the means rather than the ends. During the years since the war America has come to accept the concept of aid to emergent nations as a policy that is as much in our long-run interest as in theirs. What Congress and the Administration seek to determine is how we can best improve the program and give it more effective direction.

In the circumstances, this seems an ideal time to take new sightings on the course we are following in our foreign aid program, which now is primarily concentrated on assisting economic development.

Awakening lands yearn for economies geared to the twentieth century. They have learned, and we acknowledge, that in today's world it is not necessary for some people to be poor so that others can be rich, any more than it is necessary for some nations to be underprivileged so that others can flourish. Recognizing this, we have mounted a massive government program whose purpose is to speed up the normal evolution of economic development in the new nations.

Yet if we think of this task simply as a challenge for government we will be making a serious mistake. This is in fact a historic opportunity for the free enterprise system to demonstrate its capacity. The seed money spent by government through the foreign aid program will have been a dismal waste unless private initiative at the appropriate time assumes the responsibility of continuing economic growth in the countries we are now assisting.

We are still at a very early stage in our effort to stimulate economic development, and it may be years before we can fully gauge our success at transplanting the seed of private enterprise to other economies. Yet even at this early stage it is heartening to note that a number of the emerging nations are finding, after reading the various signposts, that the best road for them to travel is one that will bring them, in time, to a system of free enterprise. We know by our own experience that free enterprise sets up a momentum all its own. It brings vigor and vitality to an economy, from the manufacturer whose plant may employ half a town to the single-unit shopkeeper or farmer whose only work force is his own family.

This idea cannot take root, however, in a hostile or an uncomprehending atmosphere. It is essential that in the nations seeking development, leaders of government and business understand their responsibility for creating an environment in which private initiative can flourish. They must be willing to take a chance on the future of their own countries by risking some of their own capital. And they also have an obligation to treat foreign investments in a fair and equitable manner. As the Undersecretary of State recently said, if nations "elect to pursue policies that tend to eliminate the private sector or discriminate against outside capital, they must be prepared to pay a great cost in delaying their own economic development."

For our part we must see to it that an expanding volume of foreign trade binds the free world together. Smaller and less prosperous nations must have access to wider outlets and greater export earnings if they are to obtain equipment and materials from the industrial countries essential to the growth of their own economies. Thus there should be as few barriers and restrictions as possible to the vital interchange of goods.

What may be even more important to emerging economies is a rising curve of direct investment by outside capital in nations that are prepared to treat it hospitably. Such overseas plants, subsidiaries, and other business installations do more than make sound business sense. For people who are unfamiliar with modern industry, they are invaluable as full-scale demonstrations of the latest business techniques and the best way to transmit know-how.

SUCH visible contributions to the foreign economy can in time be bulwarked with indirect investments through shareownership. The New York Stock Exchange already list eighty-four stocks and bonds from all over the free world. The number is sure to grow here and on major exchanges in England, Japan, and other countries.

As this develops, we ought to see to it that every effort is made to help evolving new nations establish their own local capital markets. As industry in these nations begins to achieve growth, local citizens should have the opportunity to invest a part of their own savings in the business of their choice.

The day may not be too distant, in fact, before we will see a true world interchange of capital among investors.

With more and more emergent people discovering for themselves the thrust that private initiative can give their economies, a prophesy of historian Arnold Toynbee is finally within our reach. According to Toynbee, the twentieth century will be remembered not for progress in the battle against disease, or for splitting the atom, but for "having become the first age since the dawn of civilization . . . in which people dared to think it practicable to make the benefits of civilization available for the whole human race."

—G. KEITH FUNSTON.

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LETTERS TO THE EDITOR

IDEALS AND IDEOLOGIES

I HAVE BEEN greatly interested in N.C.'s comments on the Andover Conference [*SR*, Nov. 10, Dec. 1, Dec. 15] not only because of my knowledge of and affection for Phillips Academy where my son now teaches, but also because of my own studies in international relations.

In N.C.'s comments in the December 1 issue, he concludes with a plea for the support of the United Nations because it represents the best existing hope that *objective criteria can be applied to the disputes of nations.*

It would be difficult to disagree with the assertion that such criteria are needed. Indeed, I have heard this idea repeated in almost the same words by my friends who have sat across the official conference tables from Communists in Korea, Geneva, and at the U.N.

Obviously, we must be wise, calm, and patient in our search for a reasonable solution to the many problems of the world conflict. Nevertheless, we must not forget that the Communist ideology, as repeatedly expressed by Lenin and other great Communist theorists, specifically rejects the concepts of objectivity and of abstract justice. This fundamental difference between Communist and the Western Greco-Judaic-Christian basic concepts cannot be reconciled quickly and must not be reconciled by our abandonment of our concepts of objectivity and justice.

Putting it bluntly, the greatest single obstacle to reaching agreement with the Communists is that they specifically reject the basic concepts that we profess to hold most dear.

For this reason I suggest that our expectations for the emergence of the United Nations as an arbiter of justice be modest.

Meanwhile, our best hope lies in attempting to live up to the ideals we profess by the way we conduct ourselves in our daily lives in our own neighborhoods. Then perhaps visiting Communists will be more likely to question their own Marxist-Leninist philosophy and basic concepts. Therein lies our true aim and chief hope.

HENRY E. ECCLES,
Rear Admiral, U.S.N. (Ret.)
Newport, R. I.

REPLY TO JOHN CIARDI

JOHN CIARDI'S MANNER OF SPEAKING column of November 3 on the National Cultural Center was both interesting and thought-provoking. As a member of the Board of Trustees of this project and one of its original sponsors, as well as a sponsor of several bills on the Federal Advisory Commission on the Arts and other art proposals, I feel that he has raised certain questions which should be clarified.

Mr. Ciardi wrote that, "In principle, I must insist, the best thing government can do for the arts is to stay away from them. In art, what is official is inhuman." This nihilistic view would have little, if any, attraction for such friends of the arts as Presidents Washington, Jefferson, Wilson, the Roosevelts, Truman, Eisenhower, and Kennedy, for it is based on a lack of faith in our form of government.

THROUGH HISTORY WITH J. WESLEY SMITH

"I finally unloaded the old Gazette on a tenderfoot named William Allen White! At last we can move to the big city where my editorials will command some attention."

His view would, I am sure, be rejected by most poets, and artists in other fields, who, like the rest of us, are citizens with duties and responsibilities to make our form of government work, including the duty of voting for candidates to public office. Robert Frost, for instance, seems by all objective evidence to be enjoying his contacts with the Federal Government. The greatly increased number of leading American artists invited to the White House these days on social and other occasions has given a new and significant dimension to our national life for it has been only a short time since everyone *but* artists were invited, and went there.

Could a single musician of standing be found in the nation who would be willing to have the Music Division of the Library of Congress abolished, or a single poet in addition to Mr. Ciardi willing to see the Poetry Office eliminated? Would not his position lead to the disestablishment of the Copyright Office which protects America's creative artists, and even the rooting out of the U.S. Constitution of the article which authorized its creation? Yet I am confident that the Library of Congress, and the freedom of expression and thought and creation in the arts which it exemplifies, rank high in the great accomplishments of this country and our people.

Mr. Ciardi's column is notable for its lack of documentation to support his gloom-and-doom views. Does he find it discouraging when men of national standing in the arts believe that the Smithsonian Institution, the National Collection of Fine Arts, and the Commission of Fine Arts do make significant contributions to our national life? The American people are justly proud of these federal agencies.

The National Cultural Center should accordingly have a healthy and creative role in the arts, and not cripple and stultify them as Mr. Ciardi suggests.

He writes: "I doubt that it would occur to a Congressman to ask artists about art." Congressional hearings on the arts disprove this, as even a casual check of the several volumes of printed hearings would testify. Here is a partial list of artists and others knowledgeable in the arts whose names appear in these publications:

Anthony A. Bliss, president, Metropolitan Opera Association; Frank Brieff, conductor of the New Haven Symphony Orchestra; John Brownlee, president, American Guild of Musical Artists; Gaby and Robert Casadesus, concert pianists; Schuyler G. Chapin, director of Masterworks Artists and Repertoire, Columbia Records; Lew Christensen, choreographer of the San Francisco Ballet; John Corigliano, concertmaster, New York Philharmonic Symphony; Agnes De Mille, dancer and choreographer; Frank Forest, general director, Empire State Music Festival; Alfred Frankenstein, music and art critic, San Francisco *Chronicle;* Roy Harris, composer; the Reverend Gilbert V. Hartke, director, Drama Department, Catholic University of America; Melissa Hayden, prima ballerina; Hal Holbrook, actor; Edward Hughes, executive secretary, National Music Council; Paul Hume, music critic, Washington (D.C.) *Post;* Sol Hurok, impresario; Jules Irving, co-director, Actors Workshop; George London, opera singer; W. McNeil Lowry, director, Program in Humanities and the Arts, the Ford Foundation; John H. MacFadyen, executive director, New York State Arts Council; Frederic R. Mann, president, Robin Hood Dell Concerts, Philadelphia; Robert Watt Miller, president, San Francisco Opera As-

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sociation; Lucien Miller, president, San Francisco Symphony Orchestra Committee; Carlos Moseley, managing director, New York Philharmonic Symphony; Joseph Papp, producer, New York City Shakespeare Festival; Thomas D. Perry, managing director, Boston Symphony Orchestra; Felix Salmaggi, general manager, New York Opera Festival; Dore Schary, producer, writer, director; Herman Shumlin, producer; Sigmund Spaeth, writer and musician; Leopold Stokowski, conductor; and Mrs. Helen Thompson, American Symphony Orchestra League.

Also, George Balanchine, artistic director, New York City Ballet; Ralph Bellamy, president, Actors' Equity Association; Robert H. Bishop, president, Musical Arena Theatres Association; Zelda Fichandler, producer and founder, Arena Theatre, Washington, D.C.; Alexander Fried, music editor, San Francisco *Examiner;* Edward T. Hambleton, director, Phoenix Theatre; William Schuman, president, Juilliard School of Music; Robert Porterfield, founder and producer, Barter Theatre; Charles Nagel, director, City Art Museum of St. Louis; Daniel Harris, National Opera Association; Dr. Frederick Fall, Washington Civic Opera founder and director; Dr. Howard Conant, chairman, Department of Art Education, New York University; Adelyn D. Breeskin, director, Washington Gallery of Art; Syd Cassyd, founding member, Academy of Television Arts and Sciences; Dr. Carleton Sprague Smith, musicologist; Dr. John Vincent, Huntington Hartford Foundation; Henry L. Wright, president, American Institute of Architects, and Harold Weston, chairman, National Council on Arts and Government.

Also, Richard L. Coe, drama critic, Washington (D.C.) *Post;* Patrick Hayes, impresario; Mrs. Jouett Shouse, chairman, President's Music Committee, and vice president, National Symphony Orchestra Association; Miss Peggy Wood, president, American National Theatre and Academy; Mimi Benzell, opera singer; Dr. Howard Hanson, noted American composer, and director, Eastman School of Music; Paul Henry Lang, music critic, New York *Herald Tribune;* John D. Rockefeller III, president, Lincoln Center for the Performing Arts; Lloyd Goodrich, director, Whitney Museum of American Art; Adlai S. Hardin, president, National Sculpture Society; David E. Finley, chairman, Commission of Fine Arts, and former director, National Gallery of Art; and Rene d'Harnoncourt, director, Museum of Modern Art, New York City.

Also, Mrs. Norman Chandler, Arcadia, California; Brooks Atkinson, *New York Times;* O. J. Campbell, administrator, Arts Center Program, Columbia University; Robert W. Dowling, chairman of the board, American National Theatre and Academy, and head of the Advisory Committee on the Arts, National Cultural Center; Ronald Eyer, music critic, New York *Herald Tribune;* Lillian Gish, actress; Eric Johnston, president, Motion Picture Association of America; Daniel Longwell, former head of the American Federation of Arts; and Edwin Ziegfeld, head of the Art Department, Columbia University.

There surely are a number of people in this list who would qualify even under your strict rules as to who should and who should not testify before Congressional committees on the arts.

It would be very helpful to me, as I am sure it would be to others, to know what Mr. Ciardi's criteria are and how he would go about preparing a list of those who should be invited to testify on the arts before Congressional committees.

CARROLL D. KEARNS,
House of Representatives,
24th District, Pennsylvania.

Washington, D.C.

EDITOR'S NOTE: *For Mr. Ciardi's reply, see page 14.*

COMMUNISM IN THE CARIBBEAN

HAROLD LAVINE'S "review" of my book "Guatemala" [*SR*, Oct. 6] is the type of American reporting that has made Cuba a Soviet base. His brand of facile defamation may soon be obsolete. President Ydigoras of Guatemala has presented a million-dollar libel suit against *Time,* in a Florida federal court, for similar remarks in an article of March 23, 1962. The President has an easy conscience or he would not defy the awesome facilities of *Life-Time-Fortune* to prove him corrupt and dishonest to the satisfaction of a U.S. jury. Lavine is as bad as *Time* in his extraneous remarks: "Ydigoras governs for an illegitimate . . . profit," "Ydigoras stole last year's elections," "Ydigoras has used his office to make his son Miguelito and his Scottish son-in-law millionaires. This is true." "Guatemala under Ydigoras is a smelly mess."

Lavine impugns my integrity. He falsely says that I assured the AP that reports of Cuban exiles training in Retalhuleu were a hoax. My report read: "The base . . . exists in fact, but by no stretch of the imagination [is it] a jumping off place for the invasion of Cuba. . . ." I was right. A few obsolete planes and a handful of men were no threat to Castro when I filed my report on January 12, nor on April 17, 1962. There was no army; I reported exactly what I saw and submitted fifty photographs.

He holds that everyone in the know agrees that either the CIA or Ambassador Peurifoy freed Guatemala from Communism. Peurifoy himself said on October 8, 1954: "I would like to explode a . . . flattering myth. . . My role in Guatemala prior to the revolution . . . was that of a diplomatic observer. . . . The revolution was engineered and instigated by those in Guatemala who rebelled against the Communist-controlled government." Of course Lavine can reply: "That's what Jack said before the house; but . . . ." (Jack is dead.)

Lavine falsely contends that my optimistic view of Guatemala's auto-repudiation of Communism as hopeful that "democracy is the way" will make people believe Cuba can free herself. On page 289 of "Guatemala" I plainly state: "Cuba is no longer important as a nation. . . . Cuba can be liberated only by the force of military action. . . . Cuba is only a military stepping stone for the Communist conquest of the mainland of America." If Lavine had read my book carefully he could have scooped President Kennedy instead of insulting President Ydigoras.

But "Guatemala" evidently stung Lavine to the quick: I don't blame him for being mad. On page 234 I say: "Evidently *Newsweek* sighed a long sigh of relief when Arbenz 'won' the elections and stepped up to head the 'anti-Communist' movement in Guatemala." Here I refer to the November 13, 1950, *Newsweek* hailing Arbenz (who headed the Communist government that correspondent Lavine says either the CIA or Peurifoy ousted) as "being against Communism" on the eve of his election, and assuring its readers that he would "take up the democratic battle against Communists" after his election. Perhaps Lavine wrote that story. But seriously, this is precisely the mistake made about Castro. But Castro stuck because he had Arbenz's experience in Guatemala behind him. One of the slogans in Cuba in early and middle 1959 was "What happened in Guatemala in 1954 cannot happen here." If there had been no Arbenz, would there be a Castro?

I wrote "Guatemala" hoping to help change the policy that Lavine seems to advocate: total misunderstanding.

MARIO ROSENTHAL.

Bayside, N.Y.

HAROLD LAVINE REPLIES

I'M IN RATHER AN embarrassing position—I have to say a good word about the opposition — but the fact is that *Time*'s charges against Ydigoras were absolutely accurate. Ydigoras's suit against *Time* is a joke.

For Mr. Rosenthal to deny the CIA's role in overthrowing Arbenz is equally a joke. It's fully described in Andy Tully's recent book on the CIA; it's also been fully described in a dozen magazine articles. The source for all of them was the CIA itself.

On the question of Jack Peurifoy's role: True, Peurifoy did publicly deny that he played a part in Arbenz's overthrow; given the Latin American attitude toward "Yankee imperialism," what else could a U.S. Ambassador do? The fact is, however, that during the Castillo Armas revolution, Peurifoy held daily briefings for the U.S. correspondents in Guatemala City at which he boasted about what he was doing. Peurifoy is dead, but the correspondents who attended those briefings are still alive.

Guatemala *was* the main training base for the invasion of Cuba. Ydigoras has admitted it publicly. In fact, Ydigoras has charged that, in compensation for letting the Cubans prepare the invasion on Guatemalan soil, the U.S. promised to help Guatemala get British Honduras.

HAROLD LAVINE,
Chief Latin American
Correspondent,
Newsweek.

New York, N.Y.

EDITOR'S NOTE: *In Caribbean politics, feelings often run high when intelligent observers hold differing opinions. SR, recognizing that fact, is glad to serve as a forum for the opinions of Mr. Rosenthal and Mr. Levine.*

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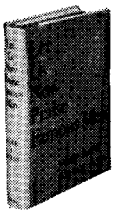

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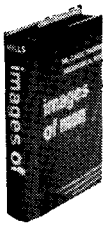

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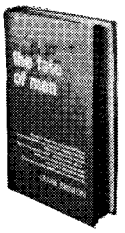

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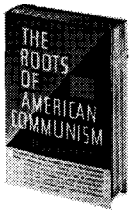

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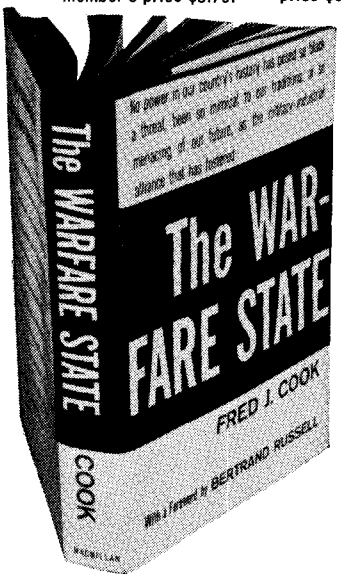

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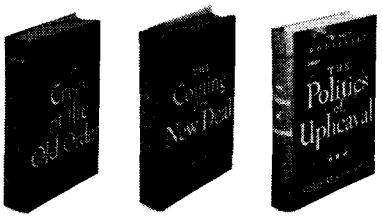

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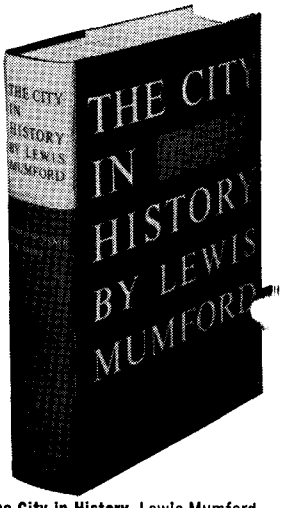

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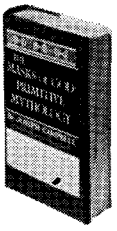

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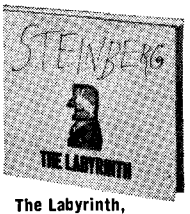

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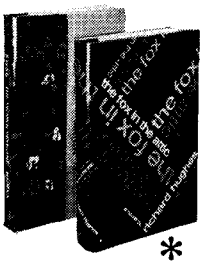

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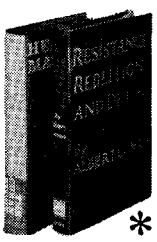

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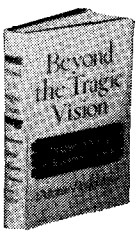

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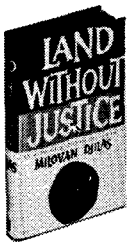

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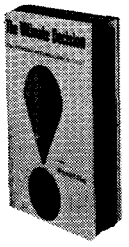

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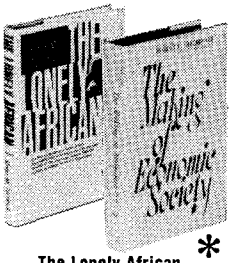

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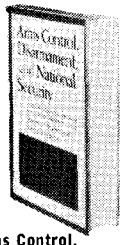

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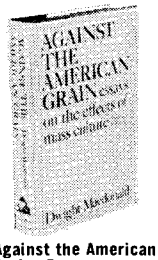

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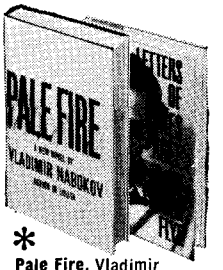

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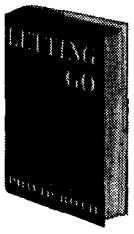

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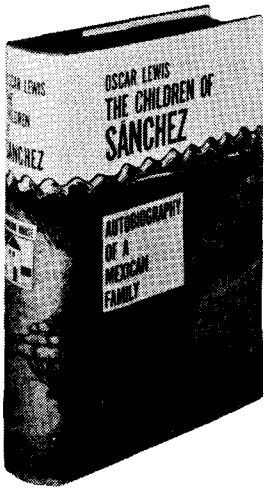

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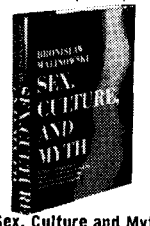

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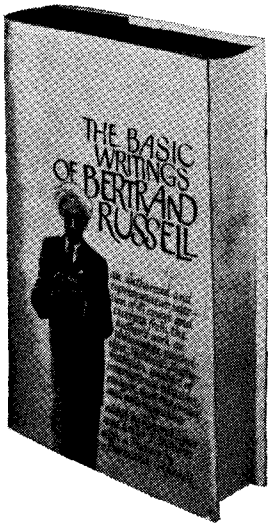

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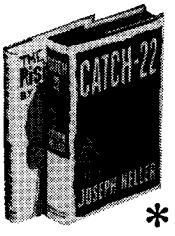

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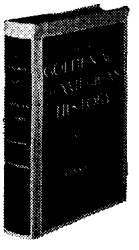

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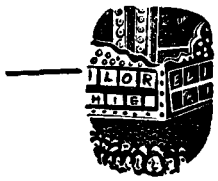

It's Academy Time Again

HOLLYWOOD.

A GLANCE through the entertainment sections of the Los Angeles dailies reveals a phenomenon which, though hardly pernicious, must prove a source of bewilderment and even irritation to those whose dwellings are a bit remote from this land of the eucalyptus. Two new films opened here on Christmas Day—and nowhere else. Neither of them could be accurately described as holiday fare; but obviously it was not their appropriateness to the season that influenced their booking. They were brought in, purely and simply, to qualify as entries in the forthcoming Academy Award sweepstakes. For consideration, a motion picture must be "first publicly exhibited for paid admission . . . in a regular commercial motion picture theatre in the Los Angeles area . . . between January 1, 1962, and midnight of December 31, 1962, such exhibition being for a consecutive run of not less than a week after an opening prior to midnight of December 31st . . . ."

To critics, this annual gang-up of year-end attractions has always seemed a bid for special attention at "ten best" time. Distributors have even deliberately held back previews until the last possible moment in an effort to fan excitement and anticipation. These Los Angeles "previews" for Academy Award purposes, however, are even more cannily calculated. An Award nomination, announced next February 25, becomes an important part of a film's exploitation campaign—if it is still in distribution. And the Awards themselves, to be presented this year on April 8, are now known to represent hundreds of thousands of dollars in additional "want-to-see" values for the lucky recipients. But only if the picture is new. Small wonder that the studios prefer to ignore earlier triumphs in favor of their year-end contenders—and limit their distribution of those to the prescribed "Los Angeles area" until after the votes are in.

As it happens, both the Christmas entertainments referred to above should figure rather prominently in the forthcoming balloting. "Days of Wine and Roses," which will be reviewed more fully in these columns a few weeks from now, offers a dramatic performance by Jack Lemmon that ranks with the finest ever put on the screen. And **"To Kill a Mocking Bird,"** based on Harper Lee's Pulitzer Prize-winning novel, is so full of small excellences that it requires the somewhat solid presence of Gregory Peck to remind us it was made in Hollywood at all. Lest this be interpreted as a backhanded compliment, the fact is that the entire supporting cast is made up of unfamiliar, or half-familiar, faces; and the little town of Maycomb, Alabama, in the Depression year of 1932, was created in its entirety at the Universal Studio. Both of these contribute importantly to the film's sense of verisimilitude.

What makes "Mocking Bird" so immediately arresting, however, is the way its events are unfolded as perceived by the children involved in them, Scout (Mary Badham, age nine) and Jem (Phillip Alford, age thirteen). Although a narration looks back with some nostalgia on the efforts of lawyer Atticus Finch to win justice for a young Negro falsely accused of rape, nothing is shown that the children themselves could not have seen; and Horton Foote's beautifully controlled screenplay imparts to each incident only so much understanding of it as a child might be able to bring. The result is a kind of wonder and mystery, less a loss of innocence than a growth of insight into man's inhumanity to man.

And director Robert Mulligan has paced his picture so that it can affect us. He has perceived that the relationship of the children to their widower father is the central theme of the film, not the more volatile ingredients of an attempted lynching, the trial for rape, nor a red-necked farmer's foul revenge against Atticus for defending the Negro he had accused. Each of these would lend themselves to the kind of excitement that pleases audiences easily, but which would have been completely inappropriate—if not indeed antagonistic—to the mood and purpose of his picture. Instead, Mulligan permits us to look with a child's lingering curiosity at a broken swing on the porch of a ramshackle house, at the galleries of a courthouse where Negroes rise in silent homage to a white man who has defended one of theirs, at faces filled with gentleness, or hatred, or love.

"To Kill a Mocking Bird" is not one of those virtuoso films that win attention with flamboyant techniques. Quite the contrary, its chief virtue is its modesty. It would be singularly gratifying if, in this year of massive block-busters, the Academy's members could recall that modesty *is* a virtue.

—ARTHUR KNIGHT.

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BROADWAY POSTSCRIPT

A Perelman Charivari

IF you are an S. J. Perelman fan, you may find "**The Beauty Part**" a reasonably amusing evening. For, although its nominal plot is almost totally unengaging, its various scenes constitute a sort of buckshot attack on some of the foibles that attend mass embracement of art and culture by people who are really more interested in sordid emoluments like money, food, and sex.

The play follows Lance Weatherwax, a young Yale student, from the moment of his infection with "art for art's sake." He has caught the disease from April Monkhood, a Greenwich Village cult priestess, to whom he becomes immediately less interesting by renouncing his family's wealth in order to pursue an artistic career. This pursuit leads him through many disillusioning encounters. He meets Goddard Quagmeyer, an impoverished modern painter who loves to insult his bourgeois customers, but who in the end finds his talent for invective more permanent than his talent for painting as he becomes a posturing Hollywood art director. It is Quagmeyer, incidentally, who points out that there are twice as many dentists painting in their spare time as there are painters practicing dentistry in theirs. Lance also runs into Emmett Stagg, lecturer, TV performer, and head of a book publishing concern, Charnel House. When Lance expresses surprise that Stagg can pick up the telephone and speak on first-name terms to a prominent producer he doesn't know, the smug publisher grinningly informs him, "We've never met vis-à-vis, but within the aristocracy of success there are no strangers."

But the character who has made the best adjustment to the American schizophrenic attitude toward art is Harry Hubris, a Hollywood producer who knows all the practical steps in making money-making pictures, from stealing the property to grabbing the Easter booking at the Music Hall before a line of the screenplay has been written. Mr. Hubris's method is simply to promise people whatever they think they want in order to get what he needs. With him, however, a $200,000 offer is always somehow metamorphized into $100 down and a percentage of the Transylvania grosses.

Hubris is played by Bert Lahr, who also impersonates an ex-Grotonian who has made a fortune in garbage disposal, a woman publisher of morbid magazines like *Shroud*, a judge who subverts justice to dollars and TV-performing vanity, and a senile American tycoon named Nelson Smedley. The latter gives Mr. Lahr his best opportunity for the sort of clowning at which he excels. He is most hi*lahr*ious as he suspects his young visitor of stealing one of his oranges, or when he tells his male secretary that he doesn't need his assistance, only to flounder to the ground the instant his secretary lets go.

SOME of the other performers have their moments, too. Alice Ghostley is entertaining as a hysterical poetess whose mortal fear of being touched by anyone causes her to scream and writhe her way through a cocktail party. And Charlotte Rae has a fine time exploding Lance's sentimental politeness when he tells her the death of her collie must have been a great loss. Miss Rae chortles back in sadistic glee. "I can't imagine to whom. He bit everybody."

However, "The Beauty Part" only works in part. It is a most difficult thing to bring satire steadily alive for two minutes, let alone two hours. And unfortunately Mr. Perelman's approach depends heavily on the stretching of verbose clichés to the point of absurdity, and on the abrupt use of vulgar expressions to make the contrast between pretense and reality more pointed. Generally his characters seem to exist almost entirely for the hyperbole he can put in their mouths. And the play's new situations appear to have been selected at random simply to combat the law of diminishing returns that is setting in with the old ones.

While Mr. Perelman's style and satiric intent give "The Beauty Part" a certain lingering integrity, they don't make it dramatically entertaining for very long. Thus it becomes a "Little Me" without music, in which Bert Lahr frolics at somewhat less advantage than does Sid Caesar. —HENRY HEWES.

• • •

EARLY JANUARY OPENINGS: **Marcel Marceau** at the City Center; **"Oliver"** at the Imperial; **"Hidden Stranger"** at the Longacre; **"Desire Under the Elms"** at Circle-in-the-Square; **"The Love Nest"** at Writer's Stage; **"The Milk Train Doesn't Stop Here Any More"** at the Morosco; **"The Laundry"** at the Gate.

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BOOKED FOR TRAVEL

A Ground-to-Air Missive

IT IS my usual procedure, and my pleasure, when decamping from New York for Washington, to walk aboard Eastern's easy shuttle and get off at National Airport, one of the few flight centers in the world whose location makes any sense. I veered sharply from this pattern the other morning and, having searched the schedule with care, came up with a TWA flight which, for reasons of its own, was departing from Newark, stopping at Dulles Airport, and proceeding onward to Los Angeles.

I left the plane at Dulles in a highly unusual way, by means of a mobile lounge, a strange piece of Martian machinery that pulled itself abeam of the aircraft and sent a steel gangplank into the jet's door. Those of us who walked the plank found ourselves in a pleasant waiting room, paved with red carpets, surrounded by picture windows, and fitted with gray leather seats. A uniformed attendant climbed into a glass box at the end of the room, chattered into a microphone, manipulated the controls, and sent the whole contraption rolling slowly from planeside to terminal.

So begins the deplaning procedure at Washington's new jet airport these days, one of the best things that has ever happened to the long-abused airplane passenger. Mobile lounges, as the contraptions are called, simply nose into one of the twenty-four docks; the doors open and the passengers file out. Enplaning, passengers will use the lounge as a waiting room, filing inside to be lulled by the music, inhaling the properly tempered air, viewing the world through filtered glass, screened from the noise and fumes on the runway. At departure time — Dulles departures are now given as of the time lounges leave — the doors close and the lounge proceeds at twenty-six miles an hour along its special roadway, watched over by a special tower which sends it instructions on its own radio band. Dulles is devoid of "fingers," tunnels, corridors, passenger causeways.

Built by the Federal Aviation Agency, and therefore the Federal Government, and designed by the late great talent, Eero Saarinen, Dulles Airport is the first commercial air terminal built from the ground up for jet travel. "No one asked us," Saarinen said, "to grapple with the problem of a jet age terminal beyond the question of pure architecture. But I believe the architect has to assume that kind of responsibility." Together with engineers and airport consultants he decided to make an analysis of the whole problem of a large depot for jet airplanes. For anyone who has been taking the interminable walks down thousands of feet of tiled tunnel, who has trundled upstairs and down and crossed drafty pathways just to get to the boarding gate, even that statement seemed revolutionary.

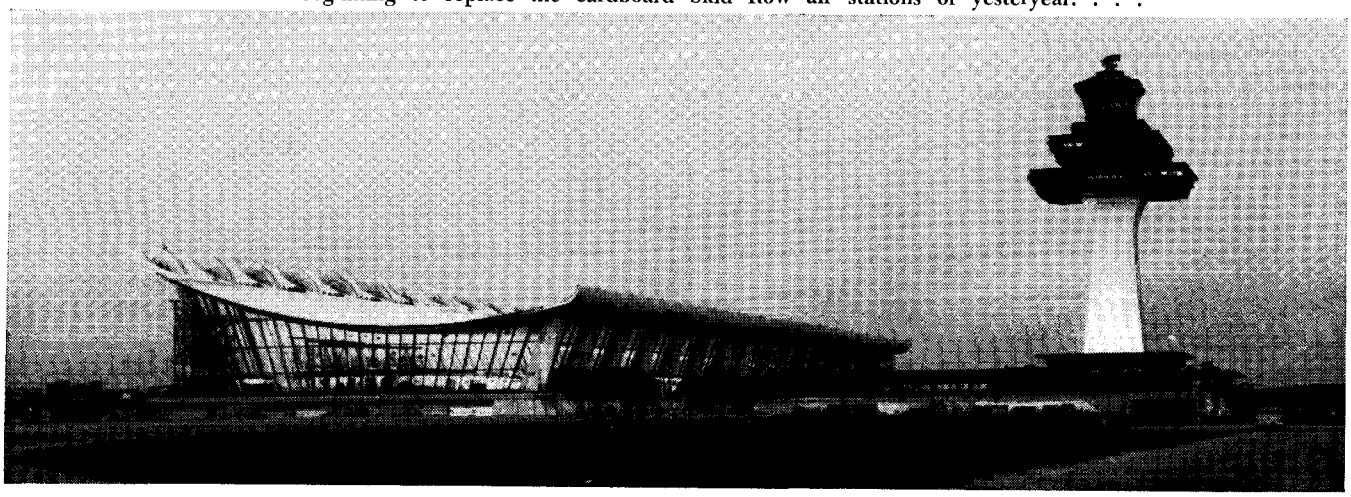
After the survey had been conducted Saarinen was convinced that a new system for handling passengers had to be found. Said he: "The soundest system seemed to be one which brought the passenger to the plane rather than the plane to the passenger. We discarded the European bus system because it has inconveniences, and we did not want to take a negative step. Gradually we arrived at the concept of the mobile lounge, a departure lounge on stilts and wheels, a part of the terminal which detaches itself from the building and travels out to wherever the plane is conveniently parked or serviced."

Oddly enough, the Saarinen concept ran into opposition from a corner one might least expect it: the airlines themselves. Although they bask in a public image of brave-new-worldism, of new speeds, new aircraft, and new techniques, the lines seemed to suffer from sluggish reaction when faced with such a startlingly fresh idea. The lounges would break down, they said. They would be too expensive. They would fail to operate in inclement weather. It has been voiced in the trade that Saarinen had wished to use the mobile lounge concept in his daring building for TWA at New York's Idlewild Airport. He had to settle in the end for a walkway, gracefully arched to be sure, but a long, long trail, especially for anyone with hand baggage.

After the terminal was opened, TWA was required to improvise with a small cart which would carry, on the long trans-tunnel run, those who for reasons of health, high place, old age, or general disinclination balked at the prospect of a promenade through a pedestrian's Simplon. Similarly, the new Los Angeles International Airport, with its long bony fingers stretching out endlessly to the jet docks, has proved a panting disappointment to passengers who waited so long to be relieved of that clapboard mess that passed for an air terminal in Los Angeles. Some airlines have now seen fit to install miniature trains, or to provide, as TWA does in New York, small rolling supermarket carts for passengers' hand luggage. In the light of the jet age terminals, this antiquated bit of make-do seemed akin to putting oil lamps on the '63 Lincoln Continental.

As Saarinen had predicted, the mobile lounge did prove costly. The bill for

Vision in Virginia—Dulles Airport is "a striking architectural departure from the glass boxes that are beginning to replace the cardboard Skid Row air stations of yesteryear. . . ."



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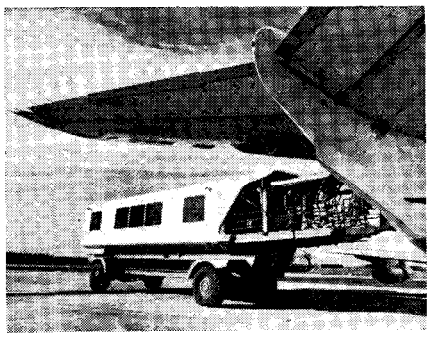
the prototype, which now rests immobile at its dock at Dulles and is displayed to Sunday sightseers, came to $1,600,000. Twenty production models were then ordered from the Chrysler Corporation, which will deliver the last one in March. To test its weatherworthiness, FAA brought in a snow machine from Atlantic City last summer, cooked up a mess of slush, and drove the lounges through it. In four-wheel drive the lounges crunched through the ice like Sherman tanks. On the ground, an FAA man noted, the lounges will perform as capably as an airplane. Although the airlines are charged $6 each time a mobile lounge delivers or collect passengers, the cost for taxiing jets is $25 a minute.

The terminal building itself is such a striking architectural departure from the glass boxes that are beginning to replace the cardboard Skid Row air stations of yesteryear that they can scarcely be classed together. The curving hammock of its roof, slung between slanted concrete trees, suggests motion itself, floating there in the Virginia countryside not far from Bull Run. Only Pan American's circular gem at Idlewild, and Saarinen's own TWA terminal some yards away, can vie with it for style and beauty. While Saarinen thought it was the best thing he had done—and he left, at fifty-one, an orchard of architectural splendor some of which is still to bloom—he cautioned against evaluating the terminal as a work of art. "I think we faced this job," he said, "as an architect's problem in total relation to the present world."

THE 10,000-acre airport, far as it is from downtown Washington (about twenty-seven miles), is not merely a shining facility dropped in the middle of the countryside unreachable miles from the city it is intended to serve. The FAA, which hopes its airport will stand as a working example of all the good things that are possible in airport planning, suddenly found itself in the road business. To connect the Virginia countryside with metropolitan Washington it built a fourteen-mile road that rolls gloriously between airport and city. Even though the road currently carries few cars, the FAA has valiantly withstood the advances of commuters who would love to use its open lanes to get to and from work. The FAA has offered the State of Virginia property alongside the airport ribbon which could be developed for commuter use, but it has jealously reserved for terminal traffic its airport *Autobahn*. The road, it admits, is not for today but for the future, when it may be necessary to open the seams at the Dulles terminal building and extend it from its present 600-foot length to 1,200 feet.



Mobile lounge—How to succeed without really flying.

At year's end and new year's beginning Dulles Airport was at last one glistening vote for the airplane traveler. Badgered, buffeted, faced with the inequities of fare scales, antiquated weight allowances, and, above all, haunted by the spectre of airplane accidents, he still represents only 15 per cent of the population. Although the table of accidents by U.S. scheduled carriers rose to 328, over 312 in 1961 (and 161 in 1958), the number of fatal accidents, if that figure meant anything, was down to nine, three less than in 1961, half of the total for 1959. Of the nine, four involved the Flying Tiger Line, which lost 107 persons between Guam and Manila, twenty-eight in the North Atlantic, nine at Burbank, California, and one in Adak, Alaska. Although the Hungarians and the Brazilians seemed to be involved in accidents in other parts of the world too remote to contemplate, it was unnerving to hear the news of crashes that seemed avoidable—American's jet that dropped after takeoff in clear weather at Idlewild the day John Glenn came to New York; Eastern's DC-7 from Charlotte to New York driven into the ground alongside the runway by an air safety expert; United's Viscount that hit two whistling swans while flying to Washington; and, perhaps worst of all, Northwest's Electra crash at Chicago's O'Hare Field in 1961 in which the CAB had, after more than a year of investigation, proved faulty maintenance. The FAA fined the airline $3,000, and slapped five employees on the wrist with fines of $100 each.

A number of speakers at an international airlines association conference, held in Washington recently, suggested that the airlines begin to talk straight with the customers, and particularly its potential customers—that 85 per cent of the population which still does not fly—on the questions of air safety. The fact that the airlines refuse to mention safety perhaps suggests to the public that the figures are worse than they seem. Still, it is difficult to explain to the lay public that the Charlotte plane descending in the ink of Idlewild had actually pulled up its landing gear and was trying to get about for another turn or perhaps move off, at the very last minute, for clearer fields at Philadelphia. It is difficult to explain that, while the leading edge of airplane wings had been built to withstand the shock of mid-air collision with light flying objects, such as birds, tail assemblies were being built higher and no longer were hidden behind such protection. Unfortunately the stabilizers had not been reinforced to withstand such an obscure eventuality as a chance meeting with a whistling swan. It is difficult to talk safety when by early December, following the September 23 ditching of the Flying Tiger plane in the North Atlantic, Pan American and TWA had at last been moved to install lights on passenger and crew vests, but Eastern, National, and Northeast had not yet acted. As early as 1960 Northwest had proved, in a ditching off Manila, that lighted life vests were instrumental in putting all its passengers aboard rafts.

WHILE it was true that U.S. cars killed 618 persons over Christmas, compared with the 312 fatalities incurred last year by U.S. commercial scheduled air carriers, 1963's airline passenger still in possession of his nerve, if perhaps not all his original zeal, might be otherwise troubled. Why, he might wonder, did a tourist-class ticket from New York to West Palm Beach cost him $72.35 when he could fly by jet at a civilized hour between New York and San Juan, which is more than 600 miles farther, for $14.60 less? Or why tourist class between New York and Puerto Rico costs $78.30 and similar accommodations on economy class cost $57.75, bringing the cost of the cold plate served en route to $20.55. Or why he could travel the 1,600 miles over water to Puerto Rico for $57.75 when it would cost him $270 to fly just double the distance to London. Or why with a first-class ticket between New York and Bermuda, he would be entitled to sixty-six pounds of baggage, when with a first-class ticket between Miami and Seattle, which is perhaps five times as far, he would be entitled to carry only forty pounds. These and other potent questions he could find time to contemplate as he trudged the 1,250 feet between the ticket counter at Los Angeles and the plane gate, carrying his camera bag, his briefcase, and toilet kit, dreaming of those lucky stiffs boarding the planes down at Dulles where somebody, at least, loves a tourist.

—HORACE SUTTON.

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They Were Young and Not So Gay

By GRANVILLE HICKS

THERE has never been a city with the romantic appeal of Paris in the Twenties, an appeal that few Americans who had literary hopes could resist. In Toronto Morley Callaghan dreamed about Paris long before he had had a story published. While he was still in college and was working part-time on the Toronto *Daily Star,* he met Ernest Hemingway, who was just at the beginning of his career, and his fate was settled. His first stories appeared, in part thanks to Hemingway, in the little magazines that were being published in Paris, and this drew him closer to the city. Greenwich Village, when he visited it, seemed a poor substitute. At last, in 1929, having had two books accepted by Maxwell Perkins of Scribners, he got married and set off for Europe. **"That Summer in Paris"** (Coward-McCann, $5), which he began when his memory was stirred by the death of Hemingway, is his account of what happened.

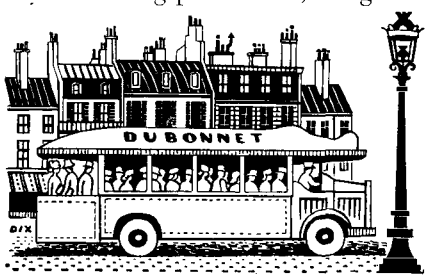
Paris, he writes, "was the one grand display window for international talent, and if you were at all interested in the way the intellectual cloth of the time was being cut you had to be there, even if you didn't do more than press your nose against the window." Callaghan did a good deal more than that. He met most of the famous writers, from James Joyce down, and knew some of them well. In particular there was Hemingway, who received the Callaghans in the friendliest fashion—his wife was not so cordial—and frequently drank and talked and boxed with Callaghan.

Although he continued to like Hemingway as a man and to admire him as a writer, Callaghan became increasingly aware of qualities that disturbed him. Even in Toronto he had observed that Hemingway was always asserting his authority. "He had to believe he knew, as I found out later, or he was lost. Whether it was in the field of boxing, or soldiering, or bullfighting or painting, he had to believe he was the one who knew." He had to excel: "Something within him drove him to want to be an expert at every occupation he touched. In those days he liked telling a man how to do things, but not by way of boasting and arrogance—it was almost as if he had to feel he had a sense of professionalism about every field of human behavior that interested him." And when he was frustrated he could be violent, as Callaghan discovered one day when he cut Hemingway's lip in a boxing match and Hemingway spat a mouthful of blood in his face.

He was also distressed by the way Hemingway fitted himself into his own legend. There was something about him that made people see a fictitious personality, and he tried to become the person they saw. Although Callaghan touches lightly on Hemingway's later mannerisms, it is clear that he finds them distasteful and that he deplores the whole development of the Hemingway legend, of which he saw the beginnings.

The other writer that Callaghan admired and wanted to meet was Scott Fitzgerald, who had shown some of Callaghan's stories to Max Perkins. The Fitzgeralds were not in Paris when the Callaghans arrived, but they returned and the Callaghans called on them. Fitzgerald, uneasy and drunk, tried for some absurd reason to stand on his head. ("Do you know you have the craziest friends?" Mrs. Callaghan said to her husband as they left.) Much of the time from then on Callaghan found Fitzgerald difficult. For one thing, there was his constant worry over Zelda, and, for another, there was his conventionality: he was shocked when Callaghan proposed to go to the Ritz bar in sandals.

Most troubling of all was the strange relationship between Fitzgerald and Hemingway. Although Callaghan had supposed they were close friends, Fitzgerald seemed to be afraid to approach Hemingway, who, for his part, made it clear that he wanted to see nothing of Fitzgerald. Finally they did get together, and Fitzgerald went to the gym to watch Hemingway and Callaghan box and to act as timekeeper. During one of the rounds, in which Hemingway was taking punishment, Fitzgerald became so excited that he forgot to call time. On his admitting this, Hemingway turned on him abusively, charging that Fitzgerald had wanted to see him beaten up. What underlay Hemingway's resentment Callaghan never discovered, but he felt its strength.



Knowing that he is not presenting an attractive picture of the literary life, Callaghan says a few words in extenuation: "Look at it this way. Scott didn't like McAlmon. McAlmon no longer liked Hemingway. Hemingway had turned against Scott. I had turned up my nose at Ford. Hemingway liked Joyce. Joyce liked McAlmon. Yet these men, often so full of ill will for each other, nursing the little wounds to their vanities, could retire to the solitude of their own rooms and work long hours—sometimes ten hours—a day at the work they loved which gave them their dignity." But it is clear that he was losing his illusions and was not wholly sorry to leave Paris.

There was a ludicrous and unhappy aftermath. When he was back in Toronto, Callaghan saw a newspaper report: Hemingway, it stated, had once told Callaghan that he knew nothing about prize fighting, whereupon Callaghan had knocked him out. Dismayed by this fabrication, Callaghan immediately wrote a letter to the paper, but before it could be published, he received a cable from Fitzgerald saying, "Have seen story in *Herald Tribune.* Ernest and I await your correction." Losing his temper for once, Callaghan wrote a nasty letter, only to discover that Hemingway was responsible for the cable. There was a clearing up of the misunderstanding, aided by Max Perkins, but Callaghan never saw either Hemingway or Fitzgerald again.

Callaghan has tried to tell the story honestly, and he has probably succeeded about as well as a human being could be expected to. It is not his fault if he appears in a better light than Fitzgerald and Hemingway, and in a much better light than the latter. They were both difficult men, and he was not the only person who had a bad time with them. Through the years he has gone his own way, never so famous as his two Paris friends, and, to my mind, not deserving to be, but doing his work. There have been long periods of silence, but recently he has published two novels, and Edmund Wilson has compared him with Chekhov and Turgenev and described him as "the most unjustly neglected novelist in the English language." This is a stronger statement than I could bring myself to make, but Callaghan does have qualities that I admire, and they show to good effect in "That Summer in Paris."

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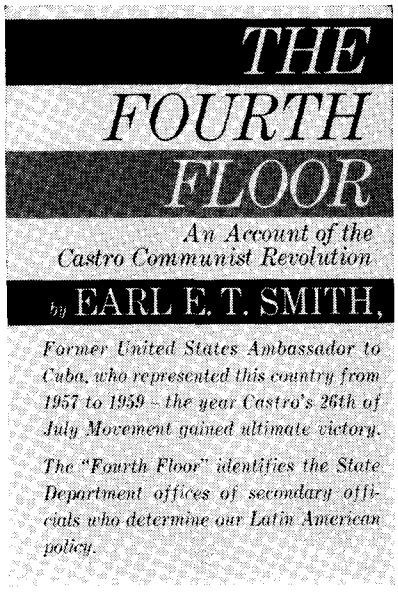
Book in the News


THE
FOURTH
FLOOR
An Account of the
Castro Communist Revolution
by EARL E. T. SMITH,
Former United States Ambassador to Cuba, who represented this country from 1957 to 1959 - the year Castro's 26th of July Movement gained ultimate victory.
The "Fourth Floor" identifies the State Department offices of secondary officials who determine our Latin American policy.

"The Fourth Floor: An Account of the Castro Communist Revolution," by Earl E. T. Smith *(Random House. 242 pp. $5), accuses bureaucracy in the State Department of having helped pave the way for Fidel Castro. Washington Post correspondent Dan Kurzman wrote the soon-to-be-published "Subversion of the Innocents."*

By DAN KURZMAN

"THE FOURTH FLOOR," by Earl Smith, former United States Ambassador to Cuba, is an important historical document, and a particularly timely one as well. For it tells the story of Fidel Castro's overthrow of the Fulgencio Batista regime from the viewpoint of a man intimately involved in the event, which was, of course, to have a momentous effect on the trend of the Cold War, capped by the recent U.S.-Soviet confrontation over the establishment of Russian missile bases in Cuba.

Smith's viewpoint, however, is less important for the validity of its logic than for the light it casts on the confusion of American policy during Batista's twilight years in office. The author, a New York investment broker and Republican Party committeeman who served as Ambassador to Cuba from June 1957 to January 1959, writes with the injured tones of a righteously angry man.

If only his advice had not been ignored by the "Fourth Floor," which refers to the Latin American bureaucracy operating on the fourth floor of the State Department, Castro, Smith believes, might never have come to power. Instead, the author charges, the bureaucrats, led by Assistant Secretary of State Roy Rubottom and Caribbean Section Chief William Wieland, helped to pave the way for Fidel.

What were Mr. Smith's views? The reader is never quite certain, any more than he is of those of the State Department. The former Ambassador deplores what he says was the Fourth Floor's tendency to favor a leftist agitator like Castro with known anti-American sentiments over a rightist dictator like Batista, who was friendly to the United States. Washington, Smith asserts, should have given full support to Batista in the civil war.

True, he makes it clear that he hardly considered the deposed dictator an ideal leader and would gladly have supported an alternative to both Batista and Castro. It appears, however, that he sought alternatives among Batista's friends or among politicians with little popular support who didn't dislike Batista enough to rebel against his rule.

The author seems to have regarded the whole rebel movement as Communist-influenced or -controlled. Certainly he was right in identifying Castro and his closest associates as Marxist-Leninists, but one infers from the book that he failed to realize that until the last stages of the rebellion the Castroites represented only one of many forces fighting Batista, and that the best potential Cuban leaders headed some of them. Indeed, the most fanatical anti-Castro Cuban exile groups today are led by such men, some of whom served in the Castro government after Cuba's "liberation" until the revolutionary leader exhibited his true political inclinations.

If Smith had been less categorical in condemning the entire rebel movement as Communistic and had made some effort to differentiate between Communist-inspired elements and genuine patriots, the State Department might have found it easier to strengthen the latter at the expense of both the Castroites and the Batistanos. The fact that the ex-Ambassador could see little gray in the insurrection lends a certain hollowness to his contention that it was the State Department that failed to understand that an alternative to the two main antagonists existed.

Moreover, Smith—perhaps understandably in view of the limited area of responsibility assigned to an Ambassador—never concedes that there might have been international factors that dictated the State Department's and, surprisingly, the CIA's cool attitude toward Batista despite his professedly anti-Communist stance. With the United States beginning to realize that its traditional policy of supporting corrupt military strongmen in Latin America fed the forces of anti-Americanism on the continent, Washington was wary of backing Batista, at least from early 1958.

Smith is particularly severe in castigating the Fourth Floor for not sending military equipment to the Cuban dictator, arguing that the State Department's excuse that it did not want to leave the U.S. open to charges of interference in Cuban affairs was invalid in the light of the fact that anything this country did or did not do would probably have been construed as interference. The Fourth Floor, he says, simply favored Castro.

Many Washington observers, however, maintain that the State Department deeply mistrusted Castro from the first. If it erred, its error appears to have been rooted, as Smith states, in the excessive zeal of its effort to avoid giving the impression of intervening in Cuban politics. But this zeal was misplaced, not in the sense that the United States should have backed Batista more firmly, but rather in the sense that it should have sought and supported fully a popular alternative to Batista and Castro.

By abdicating its power to guide events in Cuba, the United States did nothing to block Castro's path to the top. But former Ambassador Smith, by preaching an impractical means of achieving this end, seems also to have played, however unwittingly, into Castro's hands.

FRASER YOUNG'S LITERARY CRYPT NO. 1014

A cryptogram is writing in cipher. Every letter is part of a code that remains constant throughout the puzzle. Answer No. 1014 will be found in the next issue.

NPA BGGWRWPVO PYF FVFRDFA NQ LBBA RWD-WCFMO HTB AB MBD SBDF.

LFBYLF MPDTPM.

———

Answer to Literary Crypt No. 1013

It would be a swell world if everybody was as pleasant as the fellow who's trying to skin you.

—KIN HUBBARD.

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South Africa: Perplexities, Brutalities, Absurdities

—*Leon Levson.*

Nadine Gordimer—"the James-Woolf axis."

"Occasion for Loving," by Nadine Gordimer *(Viking. 308 pp. $5), concerns the devotion of a white woman for an African and the turmoil surrounding it. Hoke Norris, book columnist for the Chicago Sun-Times, edited "We Dissent."*

By HOKE NORRIS

OUR FICTION these days divides itself naturally into two houses, separated at great distance by a wasteland strewn with old best-sellers. On the one side we find those who write life directly—the Hemingways, the Algrens, the O'Haras. On the other we find those who write *about* life—the Henry Jameses, the Virginia Woolfs, and, among others, Nadine Gordimer.

The Hemingways *et al.* are rich in incident and dialogue; life pulses and throbs beneath a surface that is rough, hard, and bright. Theirs is the difficult way to write, the way demanding the greater powers of invention and indirection. The Henry Jameses choose the easy way: they little bother to invent incident to dramatize their themes; they scatter a few limp incidents along the way and write endlessly about them, around them, like a lamp. Her voice is soft, her articulation precise, her conversation eloquent. Reared in a drab, dusty gold-mining town called Springs, some thirty miles east of Johannesburg, she spent much of her life within earshot of the noisy batteries that crush auriferous rock. For some years past her home has been in a pleasant suburb of Johannesburg, where she lives with her husband and two young children.

THE AUTHOR: Explain it as you will, the flowering of talent among South African writers since World War II is something of a miracle. A literate population not much larger than that of the city of Philadelphia has produced a whole crop of writers like Alan Paton, Nadine Gordimer, Dan Jacobson, Peter Abrahams, and Laurens van der Post, whose names are known wherever the English language is read. Can it be that the race tensions endemic in their country are responsible for this extraordinary burgeoning of talent?

Only partly so in her case, replies Nadine Gordimer, South Africa's unchallenged First Lady of Letters. We discussed the question on my visit to South Africa last August, when, as luck would have it, she had just completed her third and most ambitious novel, "Occasion for Loving." For herself, Miss Gordimer is convinced that no exterior stimulus, however strong, was needed to make a writer of her.

"I believe I am a natural writer," she said to me. "I started from the inside. It wasn't the impact of events around me which drove me to express myself. I was doing that anyway, even as a child. Only later did I become conscious of my situation as a white South African. Then, of course, it began to affect me as a writer to the point where I had to break out of the color cocoon."

She smiled at my puzzlement. "First, you know, you leave your mother's house, and later you leave the house of the white race. Since then the fact that I am a white person has strongly affected my writing."

This is no overstatement, as is clear from her books, and particularly so from her latest novel. In South Africa color-consciousness is the fulcrum on which the uneasy relationship of the races is balanced. It is the country's writers, as much as its politicians, who have brought this situation to world attention. Not, mark you, as propagandists, but in terms of creative literature.

With six books to her credit (three novels and three collections of tales), Nadine Gordimer strikes one as an artist now approaching her prime. To look at, she is a small, fine-boned woman in her late thirties, aloof of expression, with a rare smile that lights up her face

Miss Gordimer has been writing stories since childhood and selling them since her teens. Thirteen years ago she broke into *The New Yorker* and has been appearing in its pages ever since. Her lapidary style, coupled with the unerring flashes of insight in her best tales, have made her preeminent as a short story writer in South Africa. She takes naturally to the form, working out the entire story in her mind before committing it to paper.

The novel doesn't deter her, but—as she emphasizes—it is content that dictates form. "A story to me is like a piece of music, with its distinctive movements, rhythms, and cadences. Only when I have worked these out to my satisfaction do I write them down, and, once on paper, I rarely have to change anything. Every story presents its own technical problems, and I confess that I enjoy grappling with them.

"The novel," she went on, "is more flexible—and more demanding. Things alter shape as you go along. The plot remains the bone, as it were, but the flesh is sometimes unwieldy. Sometimes, too, a character will disappoint by failing to emerge as I had hoped. These are problems familiar to all novelists." She considers "Occasion for Loving" to have been the most exacting of her books, in that its contrasting rhythms and varied viewpoints required her to explore new narrative techniques and structural forms.

Miss Gordimer works in the mornings in a small room overlooking her garden. At such times she is incommunicado to all callers. "Then I live in the interior world which is private to all imaginative writers. This world is, in fact, the great line of continuity in my life. Whatever else may change for me, this interior world is always there waiting for me to enter." —JOHN BARKHAM.

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beneath them, above them, but never *in* them. The reader appreciates the art of these writers (and they are very good writers), but eventually he is swamped in explanation, rationalization, and perhaps every other *-tion* in the dictionary except dramatization. In place of dramatization, we are given prosification.

Nadine Gordimer, a South African who has written the novels "A World of Strangers" and "The Lying Days" and many short stories, perhaps unwittingly describes the method of the James-Woolf axis in her new novel. On page 214 she writes of her major character, Jessica Stilwell, that "rationalizations began to occupy her seethingly." On page 95 she writes of another character, "He would be in some corner from nine or ten until one in the morning, drinking, but not too much, and arguing in a slow, lofty way, as if for him getting at the truth was like picking one's way, toe-hold by toe-hold, down from some dizzy spire on which one found oneself stranded." Rationalization and mountain-descending-in-the-abstract do not a novel make. Just what are these characters *doing* while they're engaged in all this seething rationalization? Gazing at their navels?

Not that I intend a total rejection of Miss Gordimer's new novel. Her insights into her homeland's racial perplexities, brutalities, and absurdities, her vision of its cities and its plains, her penetration into its turmoil of politics, repression, and rebellion—all are plainly and compellingly here, from the pen of a fine, sympathetic writer. And her story has all the simplicity of art: the story of a love affair between a white woman and an African, and of the small group about them involved in it, puzzled and frustrated by it, and in the end defeated by it, as they and the principals were bound to be. And throughout there is a splendid feel for character and for the delicate balance among human beings caught in relationships ordinary and extraordinary.

If there were only more living and less interior talk about living, more effort to show rather than to tell, more characters in action rather than figures disassembling and assembling boxes within boxes, peeling off the layers of onions, gazing endlessly at endlessly reflected images in facing mirrors—then we would have a novel that really moves as good fiction must, and not merely a series of static (if seething) rationalizations. Unfortunately, the total effect here is one of stasis. It's all been taken apart, turned over and over in the fingers, explained, intellectualized, analyzed, rationalized and theorized, and destroyed.

Tales from Palestine

"Israeli Stories: A Selection of the Best Contemporary Hebrew Writing," edited by Joel Blocker *(Schocken. 256 pp. $3.95), confronts truth and reality in terms of Jewish history. William Peden, an editor of Story magazine, teaches English literature at the University of Missouri.*

By WILLIAM PEDEN

SERIOUS Hebrew writing about life in Palestine-Israel is approximately only sixty years old; yet Israel today is a land "overflowing with writers and readers," according to Joel Blocker in an informative preface to this collection of short stories. Included here are the dean of living Hebrew fiction writers, S. Y. Agnon, several of whose many books are said to be modern Hebrew classics; Haim Hazaz, who is, aside from Agnon, the only representative of the older, European-nurtured tradition of Hebrew literature; and six younger authors, all of whom were Israeli-born or were childhood immigrants to the new land. Five of these stories have been translated specifically for this collection; of the remaining four, three appear in book form for the first time.

Though they vary widely in method and differ in moral and ethical attitudes, all of these authors possess in common what has been called a deep commitment to basic Zionist beliefs. For many Israeli writers, Mr. Blocker tells us, literature is still essentially didactic; it is a truism that the Hebrew writer, particularly of the older generation, has been more concerned with what it means to be a Jew than with what it means to be a human being, more preoccupied with the Hebrew situation than with the human situation. One way or another, all of these stories are passionately and vitally concerned with truth and reality in terms of Jewish history and/or the Jewish dilemma, from Agnon's moving portrait of a saintly Jewish woman, "Tehilah," to "The Parched Earth," by Yoram Kaniuk (born in 1930, he is the youngest author in the collection), in which the realities of a fragmented and skeptical present appear in shocking contrast to the moral visions of a past rich in traditions, values, and beliefs.

The history of the emergence of Palestine-Israel has been one of hope and strife, of soaring aspiration and chaos, and, above all, of conflict. It is no accident that war is the subject that engages four of the six younger writers included here. Of their stories, perhaps the most impressive is Benjamin Tammuz's "A Roll of Canvas," a moving depiction of a mild-mannered man who abhors violence but who, in a symbolic act of defiance, follows the dictates of his conscience in the face of a historical situation that threatens to extinguish free will and the dictates of conscience. Other war stories include S. Yizhar's "The Prisoner," a searing portrayal of the brutalizing effect of war, and Yehuda Amihai's "Battle for the Hill," the most experimental among these works, dreamlike as a Chagall painting, a lyrical and at times grotesque reflection of the collision between civilian values and wartime realities.

Of all the stories in this collection, Aharon Megged's "The Name" is the most moving, the most powerful, the most firmly controlled. No writer I have read has more skilfully depicted the unbridgeable chasm between the older, culturally disinherited Jew and the younger generation. "Everything here [in Israel]," laments the old man, lonely in the new land and haunted by fearful recollections of the terrors of the past, "is no more than a puddle of tap-water against the big sea that was there!" The tragedy and the achievement of recent Jewish history, the paradox of the Jewish dilemma, are beautifully embodied here as they are in quite a different way in "The Parched Land":

> My marvelous city [Tel Aviv], my wonderful city, my city of empty lots. They are filling your emptiness.... One house, then another. They bring death to the lots. The wild visions of pioneers roasting potatoes in the wilderness, and a people becoming its own Messiah, turn into the reality of balconies. Old Rabinowitz, along with young Rabinowitz, paints his balcony the color of the murder of beautiful wastelands. The wasteland cries. How sad the cry of this wasteland in the mouths of jackals at night: yuhuuuuuuu.

These stories, with the excellent commentary by Mr. Blocker and Mr. Alter, are a moving and often eloquent literary record of an emerging society.

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Tidewater Pleiades

"The Seven Sisters," by Frederic Prokosch *(Farrar, Straus. 405 pp. $4.95), synthesizes into a composite expression of the soul's thirst for fulfillment the bizarre experiences of the Nightingale girls of the Maryland backwaters. Richard Howard is a literary critic and translator.*

By RICHARD HOWARD

THE TENTH in a series of florid set-pieces exploring "the desire and pursuit of the whole," Frederic Prokosch's new novel will please readers who enjoy what Baron Corvo, the inventor of this phrase, provides: 1) a towering sensual response to the spirit of place (whether Chesapeake or Rome, Lisbon or the Florida Keys, Mr. Prokosch is a virtuoso Voice of the Globe); 2) a displacement of sexuality from character to setting (with a consequent deterioration in individual action), and 3) a distaste for such bourgeois realities as work, politics, and even public life (sex, art, and anarchism all curdle in the creamy minds of Prokosch's characters).

As for the seven Nightingale sisters, one died a child, yet even she was somehow part of the mutual quest, the soul's thirst for fulfillment that leads these girls raised in a Maryland backwater to strange lives and suitably stranger deaths all over Europe, up and down our Atlantic coast, and even deep in the Amazon jungle.

To provide a foil and something of a containing conscience for his tidewater Pleiades, the author has threaded into his narrative a curiously passive orphan-boy who is half in love with them all—which is easier than it sounds, for the seven Nightingales are not so much different girls as various *états d'âme,* spiritual moods that reveal the true meaning of identity only when taken in concert. According to Grace, weirdest of these weird sisters, a crippled clairvoyant who Stays Home: "All seven are really the same person, and what happened to one of them really happened to all seven of them, and so in the end they all shared in the same experiences."

Sensational, hideous, and ultimately bitter as their lives are, all somehow converge to a purpose, a center: the search for a true existence in which the body's circumstances will not betray the spirit that is summoned to prevail.

Frederic Prokosch—"a particular voice."

In this opulent world of aristocratic pieties and paradoxical asceticisms, Prokosch's flamboyant style and convincing control of cultural detail serve him well. He can, for example, take the reader on a four-page tour of the Louvre through orphan eyes that is a masterpiece of condensation and taste. If he is not a genius like Corvo, Prokosch is at least, and sometimes at best, a highly professional decorator; and his elegant sentences, though they never have the resonance of a spoken language, manage always to assert the feel of a special place, the look of a certain day, the intent of a particular voice.

Though Prokosch abjures humor, as if by a touch of comedy his whole fantasy would fall into dust, yet his depiction of the senses in their response to nature, to art, and to the need for an ultimate spiritual sanction survives a great deal of sentimental silliness to create, largely by a charm of language, a curiously rich study of the soul's tempering.

PARSIFAL IN THE VILLAGE: For better or worse—probably worse—the comic novel has disappeared into limbo, having passed out of our ordinary world sometime between the deaths of Dickens and of Mark Twain. It died so quietly that there were no obituaries, and consequently some people still think it is alive. It was followed by the quick-firing wisecrack age, and this in turn by the sterile, cellophane-packed era of which we are the current victims.

But sometimes, as though to haunt us, the spirit of comedy inexplicably revives. Out of limbo there come at infrequent intervals gusts of ferocious laughter to remind us that all is well in limbo, even if very little is well on earth. Then—but never for very long—the earth shakes, Pan plays on his pipe, and the goats frolic. The last recorded visitation of the comic spirit came some time back with the appearance of Zero Mostel. The connoisseurs of comedy made their computations and reluctantly concluded they would have to wait fifty years for the next avatar.

Happily, they proved to be wrong. **"The Golden Spur"** (Viking, $3.95) has arrived to blow the computation machines sky-high. In her tale of the ingenuous straight man, Jonathan Jaimison, wandering blindly into the darkest regions of Greenwich Village in search of his long-lost and never known natural father, Dawn Powell has triumphantly reasserted comedy's right to prevail. With huge gusto she follows her latter-day Parsifal through all the temptations of the spirit and the flesh, and through most of the evil purlieus of New York. Jonathan finds his father, of course; it would be unthinkable if he didn't. He also finds a wonderfully mad gallery of derelicts who cast accusing glances at the world. And among the hilarious young women grotesquely pirouetting around him, Jonathan, whose innocence is a thing to wonder at, finds his true love.

All true comedy is a morality, and dead-pan Jonathan-Parsifal is essentially a moral figure, with the weight of the universe twirling about his little finger. But what is chiefly important is the zest, the spendthrift wit, the wild and joyful improvisations at which Dawn Powell is a virtuoso.

—ROBERT PAYNE.

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ECONOMICS

Help for the Have-Nots

"The Making of Economic Society" *(Prentice-Hall. 241 pp. $4.95) and* ***"The Great Ascent: The Struggle for Economic Development in Our Time,"*** *(Harper & Row. 189 pp. $4),* ***by Robert L. Heilbroner,*** *examine the historical growth of the market process and what it reveals about underdeveloped countries. Harvey J. Bresler, who teaches at C. W. Post College, writes extensively on political and economic subjects.*

By HARVEY J. BRESLER

ROBERT L. HEILBRONER, a highly talented writer who has shown that economics need not be dull, should not worry about "overexposure." Within a scant few months he has published two books, both excellent and both likely to achieve a deserved popularity. The second in particular says some harsh though necessary things about economic development in the poor nations and is sure to generate much polemical furor.

"The Making of Economic Society" presents a skilful mingling of theory and history; usually the student must tackle these separately. In Heilbroner's treatment, theory explains the facts of history and, in turn, is illustrated and substantiated by those facts. This creates a synthesis that gives coherence and vitality to a subject that can be disconnected and often dull.

The book's central theme is that today's advanced societies owe much to the evolutionary growth of the market process, that happy mechanism that manages the complicated tasks of producing and distributing the scarce goods necessary for viable social living. It has done this by allowing free play to entrepreneurs, workers, and landowners alike, subject only to the voluntary restraints of social approval and political safeguards. Unfortunately, however, the time arrives when the successes of the market process exact their own toll. We see signs of this today in the fits and starts of our economic activity, in deepening unemployment, and in the many dismal by-products of a technological age. These fissures in our economic structure are reparable, but first we must do some real soul-searching.

The special problems of the teeming millions in the underdeveloped lands is the subject of Mr. Heilbroner's more recent work, "The Great Ascent." Some two billion human beings in perhaps one hundred countries share a common experience of grinding poverty. Their economic productivity is abysmally low. This is due to a frightful shortage of capital, and capital cannot be generated because of traditional social attitudes and political institutions that tend to resist the changes demanded by an industrial age. An even greater problem is the sharply rising population curve,

"All right, so they're mellow, full-flavored, satisfying, easy on the draw, and offer an entirely new concept in true smoking pleasure. But what have they got that *other* cigarettes haven't got?"

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so explosive that it effectively throttles the efforts of many countries to improve per capita living standards. Most discouraging is the fact that these tendencies interact, one aggravating the other, so that development becomes, in the words of Dr. Benjamin Higgins, a noted authority on the subject, "a path paved with vicious circles."

What can be done to stimulate economic growth in a poor country? Mr. Heilbroner considers various possibilities, among them foreign investments; grants and loans for capital goods, the training of skilled technical personnel, and crash projects for land reform, birth control, and conservation. But despite massive assistance, "economic development over the next decade or two cannot substantially better the lot of the world's 'miserables' . . . the net effect of the last decade of development has been to raise the monetary income in the backward areas by a dollar a year. If the most sanguine forecasts of the U.N. economists are justified, that improvement can be increased to two dollars in another five to ten years." Finally, the author warns that the process of economic development will likely entail severe social costs. The dynamics of development must inevitably produce inner tensions and revolutionary ferment in the new nations. The prospect, he feels, is not one of democraitc, parliamentary regimes but of Socialist or Communist ones with collectivist economies and authoritarian attitudes.

Having set forth the challenge of the Great Ascent, Mr. Heilbroner proceeds to indicate how the West may meet it: we must accommodate our thinking and our foreign policy to the likelihood of having to assist governments that are both totalitarian and unfriendly. Considerations of principle aside, one may question the author's dim view of the willingness and ability of many new nations to resist the blandishments as well as the pressures of Communism. Certainly India, for one, has demonstrated that democratic rule and reasonably successful economic advance are not mutually incompatible. There is more resiliency in these emergent nations than Mr. Heilbroner is inclined to believe. Witness, for example, what Tanganyika, small and frightfully poor, has accomplished in the one short year of its independence, largely through the high motivation of its democratic leadership and citizenry.

There are, perhaps, some omissions of emphasis in the author's thesis, such as a failure to underline the importance of mass education as a complementary aid to economic assistance, or the necessity that the obligation to provide such assistance be a commitment of *all* the wealthy nations—Britain, Canada, Australia, Western Europe—and not merely ourselves.

There can, however, be little fault to find with his eloquent plea for reform at home. He speaks of the importance of "demonstrating to the emergent leaders of the world that the United States is still the bearer and guardian of freedom in whose name it was founded . . . the task of the Western nations is not to maintain but to regain their historic identification with freedom—to win it anew in the eyes of the world."

Mr. Heilbroner expresses some jarring views about what he sees as a deep and abiding racism in America; if they are unduly harsh, they are at least unflinching and forthright. For his courage in saying what he feels desperately needs to be said, he is to be commended.

Mandalay: Trying a New Tune

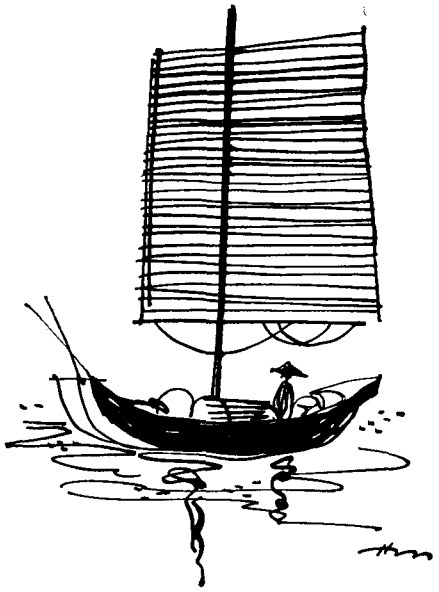
"Economic Development in Burma: 1951-1960," by Louis J. Walinsky *(Twentieth Century Fund. 680 pp. $10), scrutinizes the failure of America's plans for one Asian country and the lessons to be drawn from it. Lionel Landry is associate director of the Asia Society.*

By LIONEL LANDRY

WHEN he casts a foreigner's horoscope, the Burmese astrologer must take down the actual time of his client's birth—to the hour and the minute—and then convert this into the time it was at that moment in Amarapura, a town near Mandalay. Amarapura, as everyone knows, is the center of the universe.

Those who consider London, New York, or Washington to be the center of the universe may smile at the astrologer's fancy. He smiles at theirs, too.

East-West communication, under such circumstances, cannot be easy. East-West discussion of economics is made doubly difficult if, in addition to a heritage of cultural isolationism, there is also to be reckoned with the doctrine of *samsara*, the Buddhist belief that material things and human wants are illusory, traps for the irreligious.



It is to the credit of Louis J. Walinsky, the author of "Economic Development in Burma: 1951-1960," that his scrutiny of American plans for Burma's development—and their ultimate failure—is set in a realistically human context. He spares no indictment, makes no concession to the somewhat facile cause of amity. Yet he never loses sight of the difficulty of communication that exists between a world that produces economists and a world that wants a viable economy.

"Economic Development in Burma" is an extraordinary document, an American's skilful and detailed recording of a decade's common effort by men of two worlds to bring economic growth to one of the globe's most attractive new nations. With the aid of his diaries and the records of Robert R. Nathan Associates (the Burmese turned early to American economists for their long-range planning, and the author was this firm's chief economic adviser in Rangoon), as well as official Burmese papers, Mr. Walinsky recounts and analyzes the successes and the eventual running aground of a singular Burmese-American venture: the eight-year development plan.

This is essentially an economist's book, by an economist for economists. Amid the tables and charts, however, and the discussion of modernization, stability, pounds sterling, and crores of kyats, there move the figures of the benign and dedicated U Nu, then Prime Minister; the wily Deputy Prime Minister, U Kyaw Nyein; General Ne Win and his bright, resourceful young colonels, and many others, great and small, keen or befuddled—and with them, too, the team of American consultants, all sharing a common goal: to bring this land of golden pagodas into the contemporary economic structure. But crises, insurrection, drops in world

(*Continued on page 75*)

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The Businessman's Bookshelf

By EDWARD C. BURSK, *editor, Harvard Business Review, and educational director of the International Marketing Institute.*

THE FATE OF THE EDSEL AND OTHER BUSINESS ADVENTURES. *By John Brooks. Harper & Row.* 224 *pp.* $4.50. This fresh and entertaining book plays up the spirit of fun and chance in modern enterprise. The "other adventures" include projects of a security analyst, a flamboyant promoter, GE price fixers, and the "Wall Streeters" of England.

THE ROTHSCHILDS. *By Frederic Morton. Atheneum.* 305 *pp.* $5.95. The almost incredible saga of this great family goes back two centuries to a small store on Frankfurt's Jew Street, to a man with a dream, and to the five sons who conquered the world.

THE WORLD OF BUSINESS. *Edited by Edward C. Bursk, Donald T. Clark, and Ralph W. Hidy. Simon & Schuster.* 2,655 *pp. (4 vols.).* $24.95. Hundreds of articles, speeches, stories, plays, poems, engravings, and cartoons, from a banking transaction 4,000 years ago to the problems of present-day management, provide a fascinating perspective on the oldest of the arts. The view ranges from business as a way of life for practitioners to business as an institution in society.

A FOREIGN POLICY FOR AMERICAN BUSINESS. *By Thomas Aitken, Jr. Harper & Row.* 159 *pp.* $4. An experienced executive offers realistic, down-to-earth instruction on how businessmen should further company objectives overseas. Special emphasis is put on the impact of private business decisions on the nation's posture in foreign affairs.

ECONOMIC BACKWARDNESS IN HISTORICAL PERSPECTIVE. *By Alexander Gerschenkron. Harvard.* 456 *pp.* $8.75. The Soviet economy, its successes and its failures, are expertly viewed here in the spectrum of human experience rather than as isolated phenomena. The book is a fine antidote to the extreme, unrealistic views so often propounded in popular media.

HOUSING, PEOPLE, AND CITIES. *By Martin Meyerson, Barbara Terrett, and William L. C. Wheaton. McGraw-Hill.* 386 *pp.* $9.75. In this scholarly analysis of "the industry capitalism forgot," private enterprise and government are challenged to keep housing from falling behind the rest of the American dream. Buying, selling, manufacture, finance, and other factors are discussed in detail.

APPLIED PROGRAMMED INSTRUCTION. *Edited by Stuart Margulies and Lewis D. Eigen. Wiley.* 387 *pp.* $6.95. The forty-one contributors concentrate on the industrial and military aspects of their subject. Analyses of concrete case experiences are accompanied by discerning comments on the state of the art.

THE PYRAMID CLIMBERS. *By Vance Packard. McGraw-Hill.* 339 *pp.* $5. The author's description of life in the corporate hierarchies is anything but flattering, with hundreds of examples showing cause for concern for the individual, his family, and society.

THE BRAIN WATCHERS. *By Martin L. Gross. Random House.* 304 *pp.* $4.95. No longer an infant psychological toy but a $50-million-a-year business, personality testing is fair game for the satirists. The anecdotes are sometimes misleading but always interesting, and the book raises some good questions.

INCENTIVES FOR EXECUTIVES. *Edited by David W. Ewing and Dan H. Fenn, Jr. McGraw-Hill.* 224 *pp.* $5.75. Twelve leaders in business and education throw much-needed light on the dark world of motivation. The topics covered range from incentives for entrepreneurs to those for scientists and from cash bonuses to status symbols.

MANAGEMENT, MEN, AND VALUES. *By Abram T. Collier. Harper & Row.* 235 *pp.* $5. These eleven dialogues written by a business leader help the thoughtful reader to develop a useful, consistent way of looking at the vast disorder of an executive's day. They should also be valuable in group discussions.

MANAGEMENT PROBLEMS OF CORPORATE ACQUISITIONS. *By Myles L. Mace and George G. Montgomery, Jr. Division of Research, Graduate School of Business Administration, Harvard University.* 276 *pp.* $4. This study, based on original research, focuses on the internal management problems of mergers in both acquiring and acquired companies. The case examples cover the gamut from the initial buying or selling decision to operations following merger.

HOW COMPANIES PLAN. *By Stewart Thompson with the assistance of George H. Haas. American Management Association.* 215 *pp.* $7.50. Based on interviews with executives of many leading companies, this study pulls together a good deal of opinion about the problems of effective planning. The book is interspersed with materials and statements from various organizations.

INNOVATION IN MARKETING: New Perspectives for Profit and Growth. *By Theodore Levitt. McGraw-Hill.* 253 *pp.* $5.95. Here is a cogent plea for conceiving of marketing not as a business function but as a profit-building view of the entire company operation. "A strictly sales-oriented approach to doing business," claims the author, "can be suicidal."

EXECUTIVE SKILLS: Their Dynamics and Development. *By Roger Bellows, Thomas Q. Gilson, and George S. Odiorne. Prentice-Hall.* 344 *pp.* $10. Learning, communication, organization, and other topics are here analyzed in terms of both psychological and management concepts. The complex human problems managers face are dealt with realistically and helpfully.

PRICING POWER & THE PUBLIC INTEREST. *By Gardiner C. Means. Harper & Row.* 359 *pp.* $7.50. While businessmen, economists, and others have taken sharp issue with many of Dr. Means's contentions about administered prices, competition, and inflation, every top executive should know about this influential book based on a study of steel prices. (The author expands further on some of these ideas in a recently published collection of essays, "The Corporate Revolution in America" (Crowell-Collier, $3.95).

THE GOVERNMENT OF CORPORATIONS. *By Richard Eells. Free Press.* 338 *pp.* $7.95. What is the role of the large company in the nation's power structure? What kind of corporate government best preserves our traditions of freedom and justice?

THE CONDUCT OF THE CORPORATION. *By Wilbert E. Moore. Random House.* 292 *pp.* $5.75. A professor of sociology writes with wit and understanding of organizational behavior, the myths as well as the realities. His light-hearted notes on "The Advice Market" are particularly good.

BUSINESSMAN IN THE STATEHOUSE. *By Luther H. Hodges. North Carolina.* 324 *pp.* $4.75. The former vice president of Marshall Field & Company tells how he cut red tape, increased efficiency, improved planning, and handled other problems as Governor of North Carolina. This is a fine case study for business and government leaders in other states.

THE WARFARE STATE. *By Fred J. Cook. Macmillan.* 376 *pp.* $4.95. With journalistic skill the author builds his case that big business and the military wield too much influence on national policy. The result, he claims, is an "all-consuming passion . . . for the tensions and gadgets of war."

EDITOR'S NOTE: *Mr. Bursk is the author of "Text and Cases in Marketing: A Scientific Approach" (Prentice-Hall,* $11.65*), published in 1962.*

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The Unfinished Artist

"The Window of Memory: The Literary Career of Thomas Wolfe," by Richard S. Kennedy *(University of North Carolina Press. 480 pp. $7.50), follows the development of the creative process in a nontypical novelist. Robert E. Spiller, a literary historian, has written much on twentieth-century American literature.*

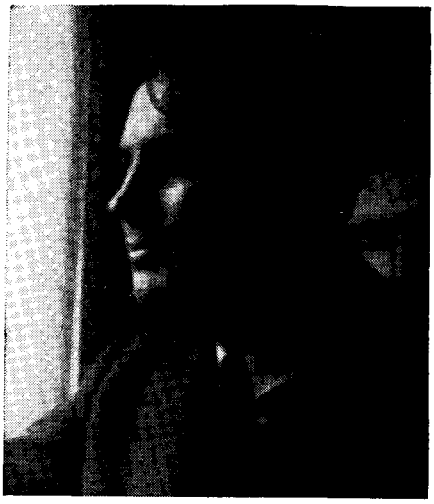
By ROBERT E. SPILLER

THE STORY of Thomas Wolfe's creative agonies has been told many times. Wolfe himself was the first to attempt it, in "The Story of a Novel." Among others to contribute their versions are his two editors, Maxwell Perkins and Edward Aswell; his literary agent, Elizabeth Nowell, and numerous biographers, critics, members of the family, and friends. Why, one might ask, submit the public to another review of these painful facts when the case is surely not typical of the way a novelist works?

The answer is that, although Wolfe was a great artist, he was never a finished one, and, to evaluate his work fairly, the critic should judge it as a growing organism. For this kind of judgment, he must know all that can be known of the creative process that produced it, and never before has the evidence been so carefully sifted and presented. This is the scholar's workbook for all future study of Wolfe.

Mr. Kennedy's approach to his task is almost wholly dispassionate and objective. He uses no Freudian analysis or Jungean myth to bind his facts together; he takes no sides on issues of hurt feelings, law suits, and misunderstandings; he merely lets the story tell itself, with an occasional summing up of how much and what kind of development can be deduced from the evidence. The result is a series of revelations as to details, a sense of continuous although devious artistic growth, and a satisfying conviction of full knowledge such as only sound scholarship can convey.

We know now that, even in the earliest work, Eugene Gant is not Thomas Wolfe, that the people of Asheville had forgiven their erring son long before he mustered courage enough to return and face them, and that the biggest problem for the maturing artist was his effort to shake off his self-imposed dependence on his father- and mother-substitutes, Maxwell Perkins and Aline Bernstein, rather than any rift for which either he or these good friends could be blamed. We know these and many other things about Wolfe's growth from boy to man; but, more important, we can now trace in detail each step in the progress of the artist, from a wholly romantic and emotional involvement in his material to a developing comic and tragic perspective. The influences of Professors Greenlaw, Koch, and Baker are seen as laying the foundations of his esthetic life at the same time they channeled it into drama and delayed its movement out into a larger and more flexible form.



Thomas Wolfe—not Eugene Gant.

Then in 1930 came the climax, after the first novel and before the second. According to Mr. Kennedy, "The year abroad had been a time of conception for a whole scheme of novels, it had been the seed time for most of the details that would enrich them, it

(*Continued on page* 74)

The Author as Actor

"The Example of Melville," by Warner Berthoff *(Princeton University Press. 218 pp. $5), dissects the stylistic qualities that made the author of "Moby-Dick" unique among writers. Charles Boewe teaches American literature at the University of Pennsylvania and is executive secretary of the American Studies Association.*

By CHARLES BOEWE

IT TAKES courage to produce yet another book on Herman Melville. Even more courage to cite the *Times Literary Supplement* to the effect that no adequate general account of Melville yet has been written, and then offer to repair the oversight, as Warner Berthoff does. A critic must be bold to deal with Melville at all; it was the author of "Moby-Dick" himself who reminded us that "no great and enduring volume can ever be written on the flea, though many there be who have tried it."

Equally courageous is the title of the Berthoff book—no mere publisher's stab at sales appeal, for it is alluded to again and again throughout the text. The example of Melville as a writer: not as a thinker, not as an artifact of his society, not even as a source of "scripture" for the exercise of exegesis. It is Melville the "master of expression" who is the subject, and in this sense the book is indeed a general study—adequate within its established limitations. The peculiar flavor of words, sentences, paragraphs, chapters; setting and characters; and particularly those special characters who function as narrators—all are examined with insight and care. But the outcome of it all, which Mr. Berthoff never quite gets around to stating, is that Melville, both at his best and his worst, is exemplary as a stylist of nothing but Herman Melville. It is, after all, the uniqueness of expression that makes his writing prized, the unmistakable Melville signature on everything he wrote, including the ludicrous "Pierre" and the tedious "Confidence-Man." This book, in part, is the graphological analysis of that signature.

Mr. Berthoff, however, is far too good a critic to be content with a mere schoolmaster's parsing of sentences. He includes two chapters on Melville's career, where biographical information is brought to bear on Melville's problems as a writer; he includes a chapter

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that analyzes "Billy Budd" and another concerned with the tradition of Melville's storytelling—additions which soften the sharp focus of the book but which are individually valuable nonetheless. That dealing with Melville's manner of telling a story is especially needed as a corrective to much recent criticism.

Historically, it makes no sense at all to judge Melville's fiction by the criteria for the well-made novel devised by Henry James and, sometimes, practiced by him. Rather, as Mr. Berthoff is at pains to point out, Melville's storytelling is more in the manner of Mark Twain's oral tradition, which is actually the first tradition in English literature—where we sit upon the ground and tell sad stories of the death of kings. In this kind of fiction the narrator knows from the beginning how the tale is going to turn out and, as a character in his own story, is both bound and freed by its conventions. In the best of Melville's earlier work—"Typee," "Omoo," "Mardi," and "White-Jacket" —as well as in the best of his later novels, where the author's own voice speaks candidly in "Benito Cereno" and "Billy Budd," the writer had honed the fine edge of a technique that slashed with such deep effect in his masterpiece, "Moby-Dick."

Almost in passing, Mr. Berthoff notes that it is in his first-person narratives of adventure that Melville fits into a pattern which has dominated much of the most notable American fiction, from many of Poe's tales through "Huckleberry Finn" to "The Great Gatsby" and on to "The Catcher in the Rye." Howells and James, and the realists and naturalists who followed in their wake, make up the loyal opposition in this republic of letters. As James's faction saw an analogy between the art of the novelist and the art of the painter, it may be said that Melville's sees one between the art of the novelist and the art of the actor. An incidental but important achievement of this book is that finally the example of Melville is thus discovered under a proscenium spacious enough to fit the play.

Coming January 19

Expanded treatment of

BOOKS

MUSIC

THEATRE and SCREEN

POLITICS

Power and Principles

—*Halsman, NYC.*

Max Lerner—"no inherent doom."

"The Age of Overkill: A Preface to World Politics," by Max Lerner *(Simon & Schuster. 329 pp. $5.95), analyzes each of the five major forces that characterize the times in which we live. Michael Curtis wrote "Great Themes in Political Theory."*

By MICHAEL CURTIS

IN THIS intelligent and ambitious introduction to world politics, Max Lerner is manifestly troubled and in a somber mood, but he does not end on the far side of despair. Reluctant to accept Freud's pessimistic thesis of the struggle between Eros and Death working itself out in the human species, but aware of the deep nonrational drives of the life-force, Lerner thinks in terms of "a stoic and tragic possibilism" in which there is no inherent doom. He asks us to look again at international relations and discard familiar ideas, beliefs, and concepts that are not particularly meaningful for contemporary understanding.

The New York *Post* columnist sees the times as the Age of Overkill, in which there is a surplus of power rather than the power scarcity that marked the classical era of world politics. The premises and principles of the classical era—power as the ruling passion, the world seen as composed of enemies and allies, a group of nation-states each claiming sovereignty and acting on the basis of national interest, the belief in the balance-of-power principle, the acceptance of war as a political principle—are no longer appropriate. Today power is powerless when it is charged with overkill; a world of nation-states on classical lines is no longer a viable one.

The Age of Overkill is characterized by five major forces: the spiral of nuclear weapons in which rapid obsolescence creates a new generation of weapons every few years, the emergence of two world-power clusters, alongside of which exists a group of unaligned states, the world-wide struggle of ideas, the impact of nationalism and Socialism on the newer nations, and the existence of the United Nations as a forum and a force.

Mr. Lerner analyzes each of these forces with varying success. He has little original to say on military affairs, but shows how escalation, obsolescence, threats, boasting, and blackmail have been interacting elements in the missile-fear spiral. Politics is continual irony. A condition of symbolic war now exists in which each advance in nuclear warheads and missile delivery systems is known, even made known, to the enemy. The peace is kept by both sides threatening each other with nuclear weapons. But a salutary warning is needed: deterrence only works if all agree to the rules of the game.

For the concepts of imperialism, alliances, coalitions, and blocs, which students of international relations have always used, Lerner substitutes the term "power cluster" to mean a loose grouping of nations around a "power center." But the semantic difficulty produced by Lerner's terminology does not seem warranted by its contribution to an understanding of the relations between the two great groups in the world. Lerner is on surer ground in his brief but useful analysis of neutralism, which he sees as often little more than a rationalization of a difficult geographical and political position in which it would be dangerous for a nation to choose between the two great power clusters.

Lerner is at his best in his analysis of the Communist system and the Grand Design, the over-all Communist purpose, which is a theory of history,

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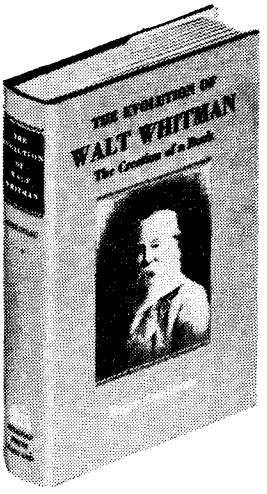

Poet of himself and symbol of the American dream

THE EVOLUTION OF WALT WHITMAN

The Creation of a Book

by Roger Asselineau

An intensely personal writer constantly threatened by despair, Whitman became a symbol of the American national dream. His masterpiece, *Leaves of Grass* was ignored except by a few intellectuals, and it drew a barrage of criticism in its enlarged 1856 edition. Emphasizing themes, techniques and the main tenets of Whitman's philosophy, this critical study of *Leaves of Grass* completes Asselineau's distinguished two volume work, the first of which examined Whitman's personality. Belknap. Vols. I and II, each $7.50

SARTON ON THE HISTORY OF SCIENCE

Essays by George Sarton

Reflecting Sarton's concept that the history of science is a core of truth unifying all knowledge, this fascinating collection of essays ranges from "Leonardo da Vinci" and "Maimonides" to "Iconographic Honesty" and "Notes on the Reviewing of Learned Books." *Editor, Dorothy Stimson.* $10.00

MEN, MANAGEMENT, AND MENTAL HEALTH

by Harry Levinson, Charlton R. Price, Kenneth J. Munden, Harold J. Mandl, and Charles M. Solley. What on-the-job conditions foster mental health? Using a utility company as their living laboratory, the authors interviewed 874 employees (from janitor to board chairman), observed work activities, and evolved concepts of on-the-job conditions that can minimize mental illness. $5.50

THE POPULIST RESPONSE TO INDUSTRIAL AMERICA

by Norman Pollack. In the words of farmers and workers, culled from Populist manuscripts and newspapers, Populism springs to life. Based on previously unused data, this analytic history concludes that although primarily agrarian, the movement had significant intellectual and labor support and accepted *industrialization* while rejecting capitalistic industrialism. $3.50

IN SEARCH OF A MONETARY CONSTITUTION

Leland B. Yeager, Editor. Taking as their premise that economic decentralization is vital to human freedom, 11 brilliant observers disagree sharply and specifically on prescriptions for economic reform. Contributors include Jacob Viner, Milton Friedman, Arthur Kemp and Richard T. Selden. $7.50

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by Lt. Col. Nels A. Parson. $5.75

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by Morton and Lucia White. $5.50

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by Henry Nash Smith. $4.75

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a strategy of action, and a political religion. He is grave but not despondent about the appeal of Communism when its "reason of history" is added to the Machiavellian "reason of state." There is no tide of history flowing Khrushchev's way, nor is history moving to any predestined end. Nationalism evokes an emotional response that can match the appeal of Communism as a political religion; when the nationalist idea has collided with the class idea, the former usually prevails.

Moreover, the Communists are caught in the dilemma of how to reconcile their over-all purpose with the danger of nuclear war, which they dare not precipitate. Clearly, Lerner would agree with those who argue the likelihood of fruitful negotiations with the Russians on major issues. Fanaticism is likely to go hand-in-hand with puritanical behavior. Current events have amply confirmed Lerner's point that it is the Chinese who represent the real danger to world peace.

The West, bewildered by the rapidity of change in the underdeveloped countries, and these nations themselves have been guilty of the sin of impatience. Lerner brings sympathetic understanding to his analysis of the multiple revolution in the newer nations—social, industrial, intellectual, political, and administrative. The harvest of hate and revolution, and the color prejudice in reverse, he attributes to the Western rulers' denial to their former subjects of identity as equal human beings. We must be tolerant of their rejection of the West and of their personal rule. We must accept the irony of their emotional nationalism at a time when that of the West is losing its appeal. We must accept the paradox that the underdeveloped economies must first go through a phase of state Socialism.

Students of politics find it difficult to assess and characterize these new systems. Lerner provides an interesting but debatable distinction between a functioning democracy, which exists in few of the underdeveloped countries, and responsible government. If the people are able to express their consent, if the judicial system is tolerably fair, if government is orderly but not terroristic, and if the leadership élite considers itself responsible to the people, the newer systems, Lerner believes, can be regarded as responsible governments.

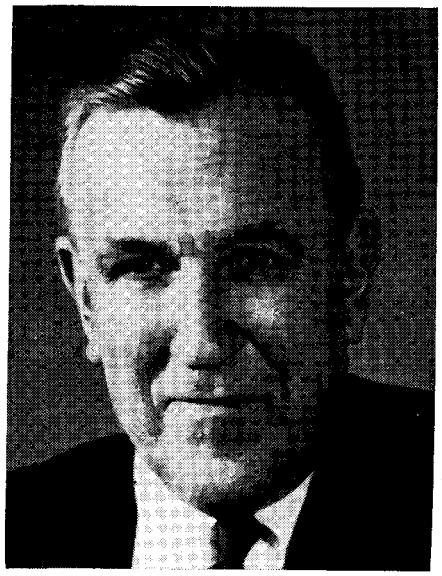
The least successful part of "The Age of Overkill" is the prescription for the problems analyzed. Lerner is concerned about the collective will to live of the Western democracies and with the fear that they may fall, as previous civilizations have done, because of their inability to respond correctly to the dangers confronting them. He joins the fashionable chorus of those urging the education of the democratic élite, issues a call for élan and for a new ethos by means of which we can identify ourselves and end our feelings of guilt.

Unfortunately, much of the argument here lies not so much in the realm of mystique as in that of vagueness. Max Lerner has come a long way when he now argues the need for transnational man, a new personality type and life style in a new world order, and for a new creative leap, that of collective will.

Tocqueville once contended that in politics a community of hatred is almost always the foundation of friendships. Lerner, also believing that fear may lead to good, comes to the not surprising conclusion that we need to go beyond the nation-state power principle to one of collective security. He advocates the setting up of an international police force with inspection, surveillance, and punitive functions.

Though Lerner admits that his book is analytical rather than descriptive, the very absence of concrete illustrative material and of detailed and precise formulation of his proposals makes it less rich and less rewarding than it might have been. Thoughtful and full of imaginative insight, the study is impressionistic rather than systematic in character, and occasionally prolixity reduces the sharpness of the analysis. "The Age of Overkill" is justly subtitled "A Preface to World Politics." The primer remains to be written.

Credo of a "World Man"



—*Fabian Bachrach.*

Chester Bowles: "Marx would be in for some profound surprises."

"The Conscience of a Liberal," by Chester Bowles *(Harper & Row. 350 pp. $5.95), rejects the radicalism of both right and left. Stuart Chase's most recent book is "American Credos."*

By STUART CHASE

CHESTER BOWLES has been around: graduate of Yale, class of 1924; Madison Avenue magnate; OPA administrator in World War II; Governor of Connecticut; Ambassador to India; Congressman; Under-Secretary of State, and now Adviser to President Kennedy on African, Asian, and Latin American Affairs. He has taken a hard look at what has transpired during these alarms and excursions, and this book is a mosaic of the impressions formed and conclusions reached.

Here are sixty-seven articles, addresses, messages, notes, and postscripts, edited and introduced by historian Henry Steele Commager. The earliest item is a 1945 statement in support of the Full Employment Act of that year; the latest is an article in *Foreign Affairs* for July 1962 entitled "The Weakening of Communist Ideology." In these two papers, seventeen years apart, we find guide lines for the conscience of a liberal—at least a Chester Bowles liberal: a vigorous renunciation of the closed society of Communism and an enthusiastic acceptance of an evolving mixed economy in an open democratic society. The radical right, trussed and bound in its either-or strait jacket, identifies "liberalism" with "Communism." Bowles, time and again, and especially in his address to Indian students while he was Ambassador in New Delhi, emphasizes the vast gulf between the two concepts. "If Marx could return to our still imperfect world today, he would be in for some profound surprises," such as the graduated income tax, which ladles money out of the top of the economy and pours it in at the bottom.

Here are reactions to the facts of life in the nuclear age: to the U.N. and for-

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eign aid, which badly needs overhauling; to the rising expectations of the ex-colonial world and the Alliance for Progress; to desegregation, the American economic growth rate, administered prices, school programs, housing programs, medical care for the aged, the reform of government. There is a nostalgic article about the author's home town of Essex, Connecticut, population 3,500. Here, too, is a remarkable address, given at Freedom House in January 1947, which anticipated the Marshall Plan.

There are a number of excellent pieces on foreign aid, Point Four programs, and the like; but I could not find any careful examination of the effects of the population explosion. This factor, it seems to me, is central to the whole discussion, and I wish it had been treated at length.

Perhaps the most significant contribution in the book is the author's analysis of the arms race, delivered at the Los Angeles Modern Forum in 1960. Bowles gives priority to the control of nuclear arms over every other problem facing mankind. He quotes Thomas E. Murray, former AEC Commissioner: "Nuclear energy has to a certain extent developed according to a dialectic of its own . . . we have allowed military technology to shape our strategic policy . . . we have become caught in the grip of a technological runaway."

Russia, Bowles believes, is similarly caught. "The outlook is for an endless series of attempts to unbalance new temporary balances, with over-all costs in money and danger projecting upward geometrically." Miscalculation and accident are inherent in this swaying balance. Adding to the peril, Cold War strategists on both sides of the Iron Curtain feverishly try to psychoanalyze one another's intentions as to what is "credible" and how many million dead are "acceptable." It is hard to imagine, Bowles says, a greater element of instability.

BOWLES is aware of the profound effect of cultural lag in power politics. The same old patterns that motivated Metternich and Disraeli are still dominant in Washington and Moscow. It is as if Hiroshima had never happened. Weapons are rattled, non-negotiable positions are taken, the enemy is reviled, and the arms race spirals, as though wars could still be won or lost.

From the viewpoint of traditional nationalism, says Bowles, the problem is how to intensify our armaments; but viewed from the human perspective on survival, our problem is how to curtail them." He does not believe in unilateral disarmament, but he knows that if "the contest continues unabated, the end of the road will be the end of the world." He hopes that the Russians are becoming aware of this, too, and that fruitful negotiations can at last begin.

The author is a deeply loyal American, but he makes it clear that the world must be saved from nuclear war if America is to continue as a viable society. This qualifies him as what I call a "world man." Lest that term seem somehow unpatriotic, Commager reminds us that Benjamin Franklin, Thomas Paine, Jean Monnet, Dag Hammarskjöld, and Adlai Stevenson are or were "large spirits who thought of themselves as servants of humanity."

"The shape of the future," says Commager, "depends on the wisdom, the imagination, and the generosity which the West displays in this crisis of history." Bowles, in his testimony over the years, offers a good sample of such wisdom and imagination.

Primer for Conservatives

"The Republican Opportunity," by Raymond Moley *(Duell, Sloan & Pearce. 272 pp. $4.95), upholds the GOP as the party home for reasonable conservatives. William H. Chamberlin is editorial correspondent of the Wall Street Journal.*

By WILLIAM H. CHAMBERLIN

RAYMOND MOLEY has composed a conservative's hardhitting tract for the times which is broader in scope than the title would indicate. He is convinced that the Republican Party in America represents the only instrument through which conservative political objectives may be realized, and he devotes several chapters to an exposition of the requirements and exigencies of practical politics. He has little patience with conservatives who are so disillusioned with Republican acceptance of many aspects of the New Deal that they would like to create a brand-new conservative party.

The author notes that no effective, permanent new party has come into existence in America for over a century, and he believes that the only result of setting up doctrinally pure conservative splinter groups or parties is to help the Democrats. He cites the records of the two parties in Congress to prove that there is a difference in their attitude toward what he considers the overriding issue of our time: the centralization and enlargement of the power of the Federal Government, with all its implications in the way of higher government spending, diminution of local initiative and responsibility, and substitution of state help for the old American tradition of self-help. All reasonable conservatives, he believes, can and should find a party home with the Republicans. Those who are still irreconcilable must remain not only hopeless but impotent.

There is so much semantic confusion about the significance, in America, of the words liberal and conservative, especially the former, that Mr. Moley is entitled to a vote of thanks for offer-

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ing this brief, crisp, and lucid definition of the issue that divides the two camps:

> In its present American context I would define liberalism as support of greater Federal power, more intervention by government in economic life, greatly expanded welfare programs and general hospitality to experiments and change of all sorts. The American conservative seeks more decentralization, the lessening of government intervention in personal and economic life, and adherence to the traditional principles of the Constitution.

In an attempt to furnish a historical groundwork for the philosophy of modern conservatism, Mr. Moley ranges rather discursively through ages of human experience. This part of the book is somewhat loosely conceived and there are occasional slips, as when he intimates that extreme inflation "in Weimar Germany facilitated a seizure of power by one of the most ruthless dictatorships in history." As a matter of record, Germany survived its great postwar inflation, which reached its height in 1923, without lapsing into Hitlerism. It succumbed to the opposite economic malady, extreme deflation with industrial stagnation and mass unemployment.

But there are some excellent citations, notably of one of the most brilliant and seminal passages in Alexis de Tocqueville's "Democracy in America." Here the brilliant French political thinker, who might be characterized as either a conservative liberal or a liberal conservative, imagines a time when "above this race of men stands an immense and tutelary power" which will not be obviously cruel or oppressive, but will so regulate the conduct of human beings as to "spare them all the care of thinking and all the trouble of living," and thus reduce each nation to "nothing better than a flock of timid and industrious animals, of which the government is the shepherd."

Moley sees in this vision the outline of the bureaucratic state, which he assails in this book with every weapon in his power, from caustic satire to rows of facts and figures purporting to prove the incompetence, wastefulness, and general undesirability of far-flung government enterprise and mounting government spending.

While there is no suggestion of extremist conservatism in this book, Mr. Moley never leaves his readers in any doubt as to where he stands on the central issue of Big Government. His work will be applauded by those who accept his premises, disapproved of by those who do not. It will repay the thoughtful study and consideration of both friends and critics.

Creativity

Continued from page 69

had been the beginning of two or three powerful themes to strengthen them." During this year Wolfe had expanded his self-consciousness into national consciousness and become "a self-crowned American laureate." "Of Time and the River" is thus seen as an important advance over "Look Homeward, Angel."

THE two unfinished final novels did not fully reveal this further progress because their author died before his controlling choices of point of view and style had been made, but there is now enough evidence for conjecture on what might have resulted as well as for evaluation of what his editors could salvage. We know now that, even more than Mr. Perkins and Mrs. Bernstein had been earlier, Miss Nowell and Mr. Aswell were active partners in the published product, but we know also that Wolfe had approved exactly this kind of collaboration in working with Miss Nowell and that he had sent Mr. Aswell a confused and tempestuous manuscript with full expectation of creative aid. The surviving texts, with their marginal comments, allow Mr. Kennedy to tell us exactly what was done without any judgment on whether or not it should have been done. What we have in Wolfe is therefore something of a composite author, like Homer or the poet of Beowulf, and we can only be glad that he had the kind of assistance that he so obviously needed.

Such knowledge should set Wolfe's vast prose epic in critical focus and point out the problem of just what kind of artist he was and what his work is worth. Was he or was he not what he hoped to be: an American Bard? If so, the problems of the use or misuse of autobiographical materials and of the loose structure and inflated style of much of his work are comparatively irrelevant. The central issue is whether, like Whitman and Melville, he captured in his creative vision something of the soul of the American people. The epic of composite authorship does not lend itself to the same kind of exacting and analytical criticism that is demanded by the complex and intellectual poem or short story. Now that we know better what we are dealing with, perhaps a sounder evaluation of Wolfe can be undertaken.

Your Literary I. Q.

Conducted by John T. Winterich

FISHERMAN'S CREEL

In Winchester Cathedral the great memorial window to Izaak Walton, most literary of all fishermen, bears the admonition "Study to Be Quiet." Mabel Irene Huggins of Topeka, Kansas, tells us that if the armchair fisherman will quietly study the following list of words, he will be able to catch a fish to fill the blanks in each. (Example, TUNAble, melodious.) Get off the hook on page 83.

1. de__ __ __ed	converted into ordinary language
2. __ __ __ __et	hunting dog
3. __ __ __ __ __ance	perhaps
4. cock__ __ __ __ __	unpleasant insect
5. __ __ __ __ __ __ __ __ing	wallowing
6. re__ __ __d	esteem
7. __ __ __ __ __er	furnaceman
8. __ __ __ __owy	spectral
9. __ __ __ __er	important part of a vessel
10. de__ __ __ __	tyrant
11. __ __ __ __ __ling	young pig
12. s__ __ __ __s	large, strong nails
13. __ __ __ __ __ge	offense
14. __ __ __chick	small grebe
15. __ __ __on	kind of fabric
16. goat__ __ __ __ __ __	kind of bird
17. __ __ __ __per	opening for water drainage
18. h__ __ __	part of a shoe
19. __ __ __ __ __graphy	handwriting
20. s__ __ __ __	steep descent
21. con__ __ __ __s	comforts
22. moon__ __ __ __ __ __	person engaged in illicit distilling
23. s__ __ __ __	vibrate, tremble
24. __ __ __ __ __ __ __ed	cheated, duped
25. s__ __ __ __ __ __ __	pear-shaped citrus fruit
26. pre__ __ __ __ous	predatory

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Kappel

Continued from page 47

"Its achievement will reflect a dynamic, sound economy, enabling us to provide strong defense facilities, maintain a position of leadership in the world, and attain better standards of living for our own people.

"But we will never get this by expecting it. We will only get it by working for it. We need all our wits about us, but we also need something more. I mean dedication, devotion, the sense of mission. Can free enterprise serve private aims and public ends? I believe with all my heart that it most assuredly can—and will."

It was in this same pragmatic spirit of government-industry cooperation that Mr. Kappel fought for the concept of a private corporation, organized for profit and conducted under public regulation, to manage the new U.S. role in international satellite communications. This concept was finally approved by Congress and ratified by President Kennedy. Mr. Kappel's conviction that such a corporation should be required to make a profit instead of finance itself as a federal agency at taxpayer expense grows out of his experience, an experience he has shared with the heads of several nationalized telephone systems in other countries. Major government-owned systems abroad, aware of the visible achievements of the Bell System as a flexible, profit-making, progress-stimulating private utility under government regulation, are now in the process of revising their operating and fiscal practices in both Europe and the Far East. They plan to initiate especially the fiscal discipline of basing their budgets on earned revenues and operating profits rather than on tax-supported deficits. Furthermore, in the public debate over the satellite corporation in Washington, Mr. Kappel steadily pointed out that any worldwide satellite communication system would be internationally owned by the participating countries, so that the corporation established by the Congress would own only the U.S. portion of the total enterprise.

Today there are 600 voice channels linking the U.S. with the rest of the world. By 1980, Mr. Kappel estimates, 10,000 channels will be required, and instead of the 5,000,000 international calls made last year the world's emerging interdependence will generate 100 million calls a year.

Science and technology have created a compatibility of instrumentation here and abroad sufficiently efficient to permit the start of direct operator dialing internationally this April. Britain and West Germany will be first. Then Italy, France, and Switzerland will follow between May and September, and other countries successively thereafter.

"Worldwide television is not many years off," Mr. Kappel said. "One of its great values may well be in speeding the progress of education in the developing new nations of the world. Who is to say that medical students in the Congo will never watch a surgeon in New York?"

The vital significance of a close, continuing relationship between education and business in our society is a keen concern of Mr. Kappel: "I believe that the degree to which we challenge people; the depth of education in business; the support of education by business; yes, and the degree to which educators and business people get to know each other, criticize each other, and learn from each other—these, it seems to me, can be among the strongest forces enabling us to deal with the problems of change in our quest for economic growth. More than that, business and education have got to get together on a year-round basis—and not just when college and company presidents swap compliments at commencement exercises.

There is little argument today that man's survival depends in great part on his ability to communicate. It is possible that when, for the first time in history, man has the total power to destroy himself, he may also be able to save himself because total, instantaneous communication for virtually the entire human race will be technically feasible. Our uniting universals—man's desire for peace, for a decent life for himself and his children, for service to a cause greater than himself—may somehow become convincingly apparent to us all through the communication miracle foreshadowed by Telstar.

Mr. Kappel says the aspiration of telephonic science is to make it possible for anyone on earth to talk to anyone else as clearly as though they were only separated by six feet. The proximity of "presence" today on all domestic and the best existing international circuits is about ten feet.

In this simply stated aspiration, perhaps, lies one true hope for peace. It is a natural philosophical by-product of Mr. Kappel's habit of looking at the world as a communicator. Certainly through his enlightened business leadership in both the private and public sectors, he has consistently and effectively fulfilled the modern image of the businessman-citizen in our society, an image that *SR* regards as essential to the Businessman of the Year and to a communications leader whose responsibilities are central to the future of our country and to our way of life in the critical years ahead.

—William D. Patterson.

Economics

Continued from page 67

rice prices, military coups, and, above all, an appalling lack of human resources prevailed over good intentions and determination. The goals disappeared unattained, and the economists, after heroic attempts to salvage what they could for Burma, were given their leave to go.

What went wrong?

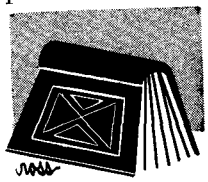
Mr. Walinsky writes, significantly:

> Burma's economic development program was aimed essentially at utilizing Western technology to increase output and to enhance living standards and welfare. A reasonably effective implementation of this program required not only the utilization of Western techniques but also some accommodation of Burmese culture to Western values and practices. . . .
>
> The implementation of economic development . . . did impinge on Burmese culture in many significant ways, and the accommodation could not be a ready one. Long-established cultural traits do not quickly yield when confronted with challenge. Where implementation of the development effort encountered obstacles of this sort, it was the implementation, not the culture, which yielded to the pressure, though the culture received a shock which probably prepared the way for some accommodation later on.

There is evidence here that we have learned two extremely important lessons, first that it is unrealistic to expect quick returns from our injections of twentieth-century economics into cultures that are still more at home with allegories than equations, and, second, that our economic relations with other new countries must stem from a social-cultural approach.

Mr. Walinsky's book is not merely an excellent job of economic reporting; it is a wise human document as well. He hopes, modestly, that it may be useful in our future relations with other countries emerging into economic sophistication. It should be. It is an important contribution to the literature of developmental economics.

If Burma were a laboratory instead of a nation of people, the United States might well congratulate itself on what it has learned there. It is ironic, and perhaps something worse, that what we have learned we may never be able to use to the benefit of the Burmese, who were partners in our discovery.



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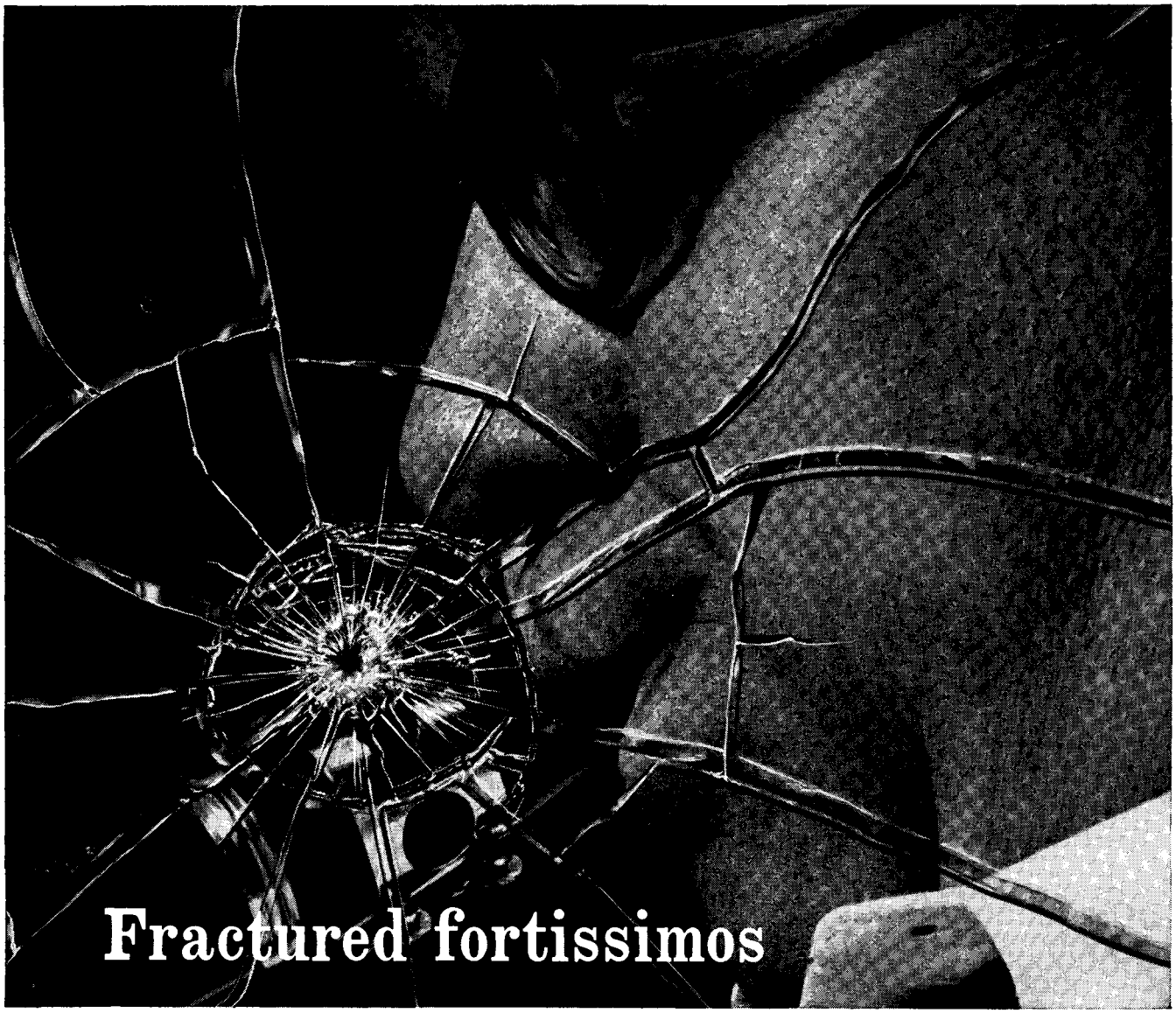

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A Magical "Ariadne" at the Metropolitan

FIFTY years (plus two months) since it was first launched in Stuttgart, Richard Strauss's "Ariadne auf Naxos" made its first landfall at the Metropolitan at year's end. If this is a prolonged period for any Atlantic crossing (there was a trial call at the City Center in 1946, but the visit was brief), let it be said that the craft so well devised by Hugo von Hofmannsthal could hardly have made port under happier auspices than those made possible by the financial underwriting of Francis Goelet. Karl Böhm is in musical charge, and the classical designs of Oliver Messel are being filled with life and animation by Carl Ebert, as on so many occasions at Glyndebourne.

Which, of course, leads to the prime point. "Ariadne" is a cunning concept, both in dramatic scale and musical fulfilment, which has always been associated with the smaller houses of the Continent, or such a festival center as Glyndebourne. How it would resolve itself against the areas of the Metropolitan was even more important than who is doing what, and how. But as anyone who has been exposed to Strauss's score quickly comes to appreciate, it is a marvel of euphony, so harmoniously put together out of the tonal capabilities of its thirty-eight instrumental players that it sounds out with the body of that other masterpiece of compression, Mozart's "Cosi fan tutte."

As there is not a wasted note in the scoring of "Ariadne," so there is nothing in its vocal conception that is not meant to be heard. This is being provided for in the excellent plenitude of talent that Rudolf Bing has assembled for his repertory necessities: a double rank of voices for all the taxing major roles (as well as the hardly less demanding smaller ones) beginning with Leonie Rysanek or Lisa della Casa for Ariadne, Gianna d'Angelo or Roberta Peters for Zerbinetta, Kerstin Meyer or Elisabeth Soederstroem for the Composer, Jess Thomas or Sandor Kónya for Bacchus.

Taken all together, "Ariadne" is perhaps the most unoperatic opera in the operatic repertory. It is a daring flight of fancy, originally projected as a pendant to a spoken performance of Molière's "Bourgeois Gentilhomme," for which Strauss composed incidental music. Out of the pretentions of its would-be gentlemen, M. Jourdain, grew the idea of two stage works being presented simultaneously — the antique myth of Ariadne and her rescue on Naxos by the god Bacchus, against the cavortings of a troupe acting out the farcical matter of Commedia dell'Arte.

Possibly Hofmannsthal had in his well-chambered mind such a prior combination of the idyllic and the absurd as Shakespeare's "Midsummer Night's Dream," of which Mendelssohn made a musical marvel and to which Max Reinhardt (to whom "Ariadne" is dedicated) had such a celebrated attachment. In any case, Strauss found for it a language of fantasy and fun as expressive of his own highest gifts as Mendelssohn's poetically frolicsome score is of his. It floats, it soars, it sings, and it scampers in that mood of serene facility which mirrors the crystal-clear vision of a master happily engaged in a wholly congenial task.

WHEN the combination of Molière and music proved over-rich for the appetite of the average (or even the unaverage) audience, Hofmannsthal wisely urged, and Strauss eventually agreed, that "Ariadne" be made a separate entity. This called for a prologue to explain why its two dissimilar matters should go on concurrently, which Hofmannsthal contrived with his customary theatrical skill and Strauss artfully illuminated by means of the materials already in hand. Now the producing team of Ebert, Bing, and Böhm have had the further good judgment to present this much of the whole in an adroit English translation by John Gutman, which tells exactly and with no possible misunderstanding by any Metropolitan attendant (provided he is not Bengalese or Mongolian) just what "Ariadne" is all about.

That is to say, what it is all about verbally. What it is all about musically is something that can be relished best with the eyes closed, but the ears wide open to the intricate cascades of voices sprinkled with the glitter of woodwind and string figurations, the darting allusions, in the three spirits that watch over Ariadne, to Wagner's Rhinemaidens or perhaps the "drei Damen" of Mozart's "Zauberflöte," the subtle scherzo interludes of the "Commedia dell'arte" players climaxed by the breathtaking involvements of Zerbinetta's "Grossmächtige Prinzessin," which in turn is capped by the ardent duet of Ariadne and Bacchus. This is Strauss at his Straussiest, and Böhm is his devoted servant at the Metropolitan as he has been so many times elsewhere.

(*Continued on page* 83)

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MID-MONTH RECORDINGS

ORNETTE COLEMAN AND THE QUIET REVOLUTION

By DON HECKMAN

REVOLUTIONARIES are never very popular people. They march, so it seems, to the sound of "different drummers." Yet when revolution is in the air, they become, if not very popular, very necessary because they personify ideas which have the power to affect the future profoundly. Not since the waning days of swing has the jazz world been shaken by rumblings as violent as those of the past year. This time, however, the revolt is more controlled and more mannered; both the players and the observers of jazz have become too sophisticated in the years since the birth of bop to disregard entirely anything that shows signs of being a promising new development.

But even in the highly publicized disputes between boppers and "moldy figs," their difference was more one of method than intent. Critical opprobrium to the contrary, most jazz men of the early Forties were thoroughly aware of the consummate musicianship of Charlie Parker and Dizzy Gillespie, even allowing for the "weird" chords and "off-beat" rhythms they seemed to favor. The differences today are more pronounced and will cause deeper wounds because they touch upon the basic facts of jazz improvisation. Parker's achievement was a masterly summation of the material in his environment (as also was that of J. S. Bach), but it never demanded that the musician disregard the tools with which he was most familiar. Today's revolutionaries, feeling that Bird quite literally finished the thing for harmony, are exploring areas of improvisation that will require new laws, new principles and, most important, new ideas.

Riding the crest of the revolutionary wave is a brilliant alto saxophonist composer named Ornette Coleman, one of the great natural geniuses in jazz history. It required a burst of blinding energy to take the first step toward improvisatory freedom, an accomplishment equivalent to Roger Bannister's shattering of the psychological barrier of the four-minute mile. Coleman made the breakthrough on a recording that received surprisingly little attention when it was issued—"Something Else" (Contemporary C 3551).

The breakup of the traditional method of playing four- and eight-bar phrases made by Parker (and to a lesser extent, Lester Young) effectively reduced the tendency toward recurrent rhythm patterns. Phrases became longer, freer-flowing, and more naturally in the style of the individual player. Concurrent with this, the use of altered and substituted chords, generally moving chromatically, reduced the ordered predictability of the harmonic cadences used for jazz improvisation. Coleman sensed, perhaps intuitively, that complete rhythmic freedom lay only a short distance beyond, and that, in order to reach it, he had to dispense with the stultifying effects of cadential formulas. The result is the final dissolution of the relationship between rhythm and harmony in jazz improvisation, and the effective unleashing of the jazz soloist.

It would be meaningless to evaluate this new approach in terms of what has gone before. One cannot really estimate whether Mark Rothko is as good a draftsman as Rembrandt, and an endless speculation about the question foils the proper appreciation of what Rothko is *really* doing. Obviously new criteria of understanding must be found. Ornette Coleman is simply not concerned with harmony or the theme-and-variation concept as a basis for improvisation. Yet this does not imply that he is an anarchist or that he could not play with chords if he chose. There is, in fact, ample evidence that he plays extremely well in a more conventional style on the album "Tomorrow Is the Question!" (Contemporary 3569) with Shelly Manne, Red Mitchell, and Percy Heath. Admittedly he is trying (with great success) to find more freedom of expression. It probably did not take Coleman long to realize that the alto saxophone, a somewhat imperfect instrument in terms of tempered tuning, can be used in a manner that will provide a tonal flexibility not unlike that of the human voice. The resources which thereby become available are limitless. That Coleman was not overwhelmed by this freedom is a reflection of his authentic genius as an improvisor and composer. Every solo, every composition, shows a superb sense of inner ordering—not the usual sequence of logical events (AABA, ABA', etc.) that we have come to expect in jazz, but something different, often a number of different things. At times the solo evolves along purely emotional lines—and I think this is reflected in Coleman's choice of song titles, for example: "Lonely Woman," "Peace" (Atlantic 1317), "Free" (Atlantic 1327), and "Beauty Is a Rare Thing" (Atlantic 1353). Like action painting, it is the very *act* of improvisation that becomes significant, with the tyranny of inspiration rejected in favor of a deep plumb-

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ing of spontaneous and immediate emotions. In a sense these are Coleman's most difficult solos because they are so white-hot with intensity that their demands—like those of a revivalist meeting at full pitch—are too strong for casual listening.

The choice of song titles that are emotionally suggestive has a further significance relating to the emotional ordering of Coleman's solos. Similar in function to Indian ragas, they establish a setting and mood for the coming improvisation. An Indian singer would never use a morning raga in the afternoon and Coleman would never play the same kind of solo for "Lonely Woman" that he would for "Peace." The analogy with Indian music goes further: Coleman's modally directed solos often presuppose a nonexistent, but nevertheless implied, drone note. In speaking to Martin Williams, Coleman said of drummer Ed Blackwell: "He plays a three-dimensional solo—rhythm and speed, then melodic rhythm, and the two together." This would not be an inaccurate description of the function of the drone (tambura) and percussion (tabla and banya) in Indian music.

At other times Coleman uses a more conventional means of development in which he examines, sometimes exhaustively, small motivic fragments, turning them over and upside down, expanding and compressing them until they lead into further areas. This is clearly demonstrated in his solos on "Congeniality" (Atlantic 1317) and "R.P.D.D." (Atlantic 1353). The latter chorus is practically a catalogue of Coleman's various techniques.

But the most noticeably different characteristics of Coleman's playing are highly vocalized cries, growls, and shrieks. While the use of extramusical sounds is not terribly new in jazz, the way in which Coleman employs them brings a heightened sense of drama and emotion to jazz improvisation.

For all the individuality of his expression, Coleman's music is always firmly rooted in the jazz tradition. Nowhere is this more evident than when he switches from his usual instrument to the tenor saxophone ("Ornette on Tenor," Atlantic 1394). "The tenor's got that thing, that honk, you can get to people with it," says Coleman in the liner notes of the album. "Sometimes you can be playing that tenor and I'm telling you, the people want to jump across the rail. . . . You can really reach their souls with that D flat blues. . . ." Coleman amplifies these remarks musically in a remarkable performance called "Cross Breeding." Moving through a series of stop-and-go patterns, he plumbs the depths of the instrument in long, stark, unaccompanied outpourings of emotion.

Coleman's music is most electrifying, however, when heard "live." He indicated a growing range of interests in a concert at Town Hall recently (December 21, 1962). Surprisingly, the program began with an original composition for string quartet called, ingenuously enough, "Poets and Writers, A Dedication." Even more surprising, it resembled warmed-over Bartok, not too unlike the quartet writing that is *de rigueur* for fellowships, grants, and academic prizes, but a remarkable accomplishment for a composer who is unschooled in the traditional manner. After this rather startling opening, the concert settled into more predictable form with selections by a Coleman trio that included, along with the leader on alto sax, David Izenzon, string bass, and Charles Moffett, drums.

Coleman reached a peak on his slow numbers, "I Don't Love You" and "Sadness." The latter, consisting only of a brief cameo-like statement, made an attractive contrast to the dynamic fury of pieces like "The Ark" and "Doughnut." The lyrical beauty suggested a sense of dramatic understatement that occasionally has been lacking in Coleman's other work. The balance of the trio's playing was, for the most part, at driving uptempos, with some pieces played at a fantastically rapid pulse. Coleman's accompaniment was more heavy-handed than in his usual recording groups and he rarely gave the impression of being sprung loose in quite the same way that he has in his infrequent, but usually excellent, night club appearances. Attendance at the concert was limited by a heavy snowfall and Town Hall's large auditorium, regretfully only about half full, was too overwhelming for a music as direct and pointedly intimate as Coleman's. For his future concerts he might well consider the use of a smaller hall.

Aside from his own accomplishments, Ornette Coleman has defined a significant problem for every serious jazz musician, one that is at the heart of the revolution now taking place. He asks, with deceptive simplicity, if any jazz man is willing to take and use the freedom that is necessary for him to be his own man. Surprisingly, at a time when freedom is a matter of great concern, many jazz men are appalled by the idea of its extension into improvisation. Much of the revilement of Coleman that has poured forth from both critics and musicians is the result of his simple but disturbing question. It is not, after all, his playing that bothers them. There is no audience for bad playing. Coleman's sin is that he has read, too accurately, the handwriting on the wall.

Blues at a Bargain

Crown, an inexpensive label ($1.50) produced on the West Coast, has gradually, without publicity and almost secretively over the period of the last year or two, built up a rather extensive and creditable catalogue of blues items. Not concerned with "rediscoveries" (of the 1920s and 1930s), which are so much in evidence today as a result of the newly aroused interest in blues as a musical art form, they have endeavored to issue (or reissue) currently active bluesmen. In many instances the items are reissues of 78s recorded within the last ten years for companies now inactive.

An excellent example of this is to be found on "Lightnin' Hopkins Sings the Blues" (5224). Hopkins, one of the most popular of today's country blues artists, is found in a collection of unusually good items recorded a number of years ago that reveal this Texas blues-bard in top form. Much of the same applies to the John Lee Hooker album (5157). Hooker, one of the most recorded men performing in this particular musical genre at present, is exhibited at the outset of his, by now, rather extensive recording career. Among the numbers are some that have, over the years, come to be associated with the artist. Quite possibly the very best item in the entire Crown catalogue is the Elmore James LP (5168) "Blues After Hours," which should result in a greater awareness of this Mississippi-born ex-preacher who is little known outside of the hard-core group of blues enthusiasts.

The well-known B. B. King is by far the most popular artist featured by this company. To date Crown has recorded ten albums by King, two of which are devoted to spirituals and instrumental blues (5119, 5286). King, always a pleasing performer both vocally and instrumentally, fronts a fine rocking blues-band and plays guitar in the style of the great T-Bone Walker.

Howlin' Wolf, probably the most ominously rough-sounding of all blues vocalists, is featured on one of the "Sings the Blues" series LPs (5240). Wolf, a fine mouth-harp player and guitarist, in addition to being a talented singer, can be quite awesome with his ferocious vocal attack and demonstrates this with the help of a small "southside Chicago" blues unit.

In addition to these items are two fine Jimmy Witherspoon records (5156 and 5192), one devoted to Texas singer Smokey Hogg (5226) and one to the perennial pianist-singer Roosevelt Sykes (5287). The price is reasonable and the music is, in many instances, outstanding. —Lawrence Cohn.

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Recordings Reports I: Jazz LPs

TITLE, PERSONNEL, DATA	REPORT
Gene Ammons: "Bad Bossa Nova." Ammons, tenor saxophone; Bucky Pizzarelli, Kenny Burrell, guitars; Hank Jones, piano; Norman Edge, bass; Oliver Jackson, drums; Al Hayes, bongo. Prestige 7257, mono and stereo, $4.98.	Whether the "bad" in the title is intended to be taken literally or hiply, the fact remains that this is one of the more rewarding *jazz* albums to bear the "bossa nova" tag. Ammons, in stirring form, carries all before him with an irresistible and masculine authority. The outstanding performances are "Ca'-purange" and "Moito Mato Grosso," and both are based on short rhythmic phrases which are repeated with almost hypnotic effect as he tells his compelling, big-toned stories. Hank Jones and Kenny Burrell also take imaginative and exhilarating solos. Bad punctuation unfortunately detracts from the humor of the notes.
Count Basie: "On My Way and Shoutin' Again." Basie, piano, and his orchestra. Verve V-8511, $4.98; stereo, $5.98.	Count Basie and his band celebrate their return to Verve with ten compositions written and arranged by Neal Hefti, who contributed so successfully to Basie's book in the past. The playing is predictably crisp and clean, sections and soloists alike acquitting themselves ably. Frank Wess shows an intelligent appreciation of the Benny Carter tradition in three fast alto choruses on "I'm Shoutin' Again," while the two tenors, Eric Dixon and Frank Foster, are heard to good advantage in "Eee Dee" and "Jump for Johnny" respectively. The latter number, an up-tempo blues with fine piano by the leader, gets the set's most swinging performance. Of the three trumpet soloists, Thad Jones has the best vehicle in "The Long Night," a slow, moody blues.
Kenny Burrell: "Bluesy Burrell." Burrell, guitar; Coleman Hawkins, tenor saxophone; Tommy Flanagan, piano; Major Holley, bass; Eddie Locke, drums; Ray Barretto, conga. Moodsville 29, mono and stereo, $4.98.	Apart from the occasional intrusive hoofbeats of the conga cavalry, this is an attractive set. With Coleman Hawkins and his regular rhythm trio, Burrell achieves a mood that is relaxed but never sloppy. They play a couple of blues, a pretty bossa nova item, and a superb ballad, "I Thought About You." The rapport audible between guitarist and saxophonist on the warmly reflective version of the last should prompt further recording together. Burrell is certainly one of the major younger talents in the field.
Duke Ellington: "Midnight in Paris." Ellington, piano, and his orchestra. Columbia CL 1907, $3.98; stereo CS 8707, $4.98.	The Ellington orchestra's ability and the arranging skills of its leader and Billy Strayhorn are magnificently demonstrated here. There are nine French songs, an original by Strayhorn, two numbers by Ellington from the movie "Paris Blues," and his adaptation of the "Apache." All emerge in alluring orchestrations, and the wonder is that so much color and variety is achieved with the customary fifteen men. There are no flutes, French horns, or tubas, but good use has been made of an addition to the tonal palette in the form of Chuck Connors's bass trombone. The warm, broad sound of Ray Nance's cornet is heard in several solos, and on "Mademoiselle de Paris" his section mates, Roy Burrows, Bill Berry, and Cat Anderson, are also heard from individually. The other memorable soloists are the leader, Harry Carney, Johnny Hodges, and Paul Gonsalves. In sum, this is an infectious tribute to *La Ville Lumière* at midnight.
Stephane Grappelly: "Feeling Plus Finesse Equal Jazz." Grappelly, violin; Pierre Cavalli, Leo Petit, guitars; Guy Pedersen, bass; Daniel Humair, drums. Atlantic 1391, $4.98; stereo, $5.98. John Lewis and Svend Asmussen: "European Encounter." Lewis, piano; Asmussen, violin; Jimmy Woode, bass; Sture Kalin, drums. Atlantic 1392, $4.98; stereo, $5.98.	Because jazz is so unsentimental, it presents a problem to the violinist. Stuff Smith, the most successful, put jazz first and sacrificed much of the instrument's recognized character. Grappelly and Asmussen, like most jazz violinists, compromised. They were heirs to a tradition they evidently could not forget. Grappelly can swing, and that was enough when ears were more closely attuned to his associate, Django Reinhardt, but his approach is basically sentimental as the version of "Makin' Whoopee" clearly attests. A great deal naturally depends on the material, and in this respect the Lewis-Asmussen record has much more to offer. There are a number of agreeable passages, particularly those where John Lewis and Jimmy Woode swing out together. When Asmussen soberly states the theme on "Winter Tale," the violin is acceptable enough, and the opening bars of "Lonely Woman" are splendidly mournful and evocative.
Barry Harris: "Chasin' the Bird." Harris, piano; Bob Cranshaw, bass; Clifford Jarvis, drums. Riverside RLP 435, $4.98; stereo, $5.98.	The Art Tatum influence, to which Ira Gitler refers in his notes, is unfortunately less strong here than in Harris's previous album of solo piano, "Listen to Barry Harris" (Riverside RLP 392). Significantly, it is more noticeable throughout the superior "Just As Though You Were Here," on which he plays without accompaniment at the beginning and end. A pianist with his impressive technique hardly needs the busy and often assertive drum accompaniment provided by Clifford Jarvis, but to those with a taste for bop mannerisms this will no doubt sound thoroughly appropriate. A return to trios of piano, guitar, and bass would be a very welcome step at this stage of jazz development.
Harry James: "The Solid Gold Trumpet." James, trumpet, and his orchestra. M-G-M 4058, $3.98; stereo, $4.98.	After those of Ellington and Basie, there seldom seems to be any other big band in sight, but Harry James is usually out there with his, blowing in the wilderness. A disciplined band, it plays with an enthusiasm and with tempos more suitable for dancers than concertgoers. This album offers a selection from a book which includes many old James successes as well as newer, Basie-like arrangements by Ernie Wilkins. The leader, who still plays with remarkable energy and drive, introduces most of the other soloists in "The Opener." Chief among them is a former star of the famous Lunceford orchestra, Willie Smith.
Roland Kirk: "Domino." Kirk, tenor saxophone, flute, stritch, manzello, and siren; Andrew Hill, piano and celeste; Wynton Kelly, piano; Vernon Martin, bass; Henry Duncan, drums; Roy Haynes, drums. Mercury MG 20748, $3.98; stereo, $4.98.	Roland Kirk, the multi-instrument man, must be seen to be believed, but he plays tenor and flute well enough to have made his reputation with them alone. He employs his stritch, manzello, siren, and nose flute here, too, but only on "3-in-1 Without the Oil" does he play three horns at once. His assortment of instruments helps to give the set tonal and stylistic variety, and he becomes increasingly adept in routining his performances to create effective artistic contrasts. Wynton Kelly and Roy Haynes accompany him on the last four tracks only.
Freddie Roach: "Down to Earth." Roach, organ; Percy France, tenor saxophone; Kenny Burrell, guitar; Clarence Johnson, drums. Blue Note 4113, $4.98; stereo, $5.98.	The popularity of small organ groups continues unabated and this one's debut is very promising. The presence of the happily ubiquitous (this month) Kenny Burrell counts for much. Percy France is a big-toned tenor with an easy flow of ideas, and Clarence Johnson is a steady, considerate drummer. Roach keeps his contributions clear and relatively simple, with the result that the quartet is swinging nearly all the time. His five originals and Hank Mancini's "Lujon" prove comfortable vehicles in what turns out to be a well-titled set. —Stanley Dance.

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THE OTHER SIDE

Britten's "Requiem", Shuard, Flagstad

LONDON.

WITH this half-paralyzed capital in the grip of the deadliest smog in ten years, Benjamin Britten's great War Requiem received its first performance in London. Westminster Abbey was the setting and, despite the appalling conditions (which must have worried the solo and choral singers), this was on the whole a more impressive account of the remarkable and profoundly moving score than that heard at its Coventry premiere last spring. Nevertheless, one did miss the eloquent creator of the baritone part, Fischer-Dieskau, whose place was filled by Yugoslavia-born Vladimir Rujzdiak —a capable singer, but neither as imaginative nor as compelling as his distinguished predecessor. His non-German nationality also tended to rob his exchanges with Peter Pears in the Wilfred Owen settings of some of their poignancy, though we must obviously face the fact that Britten's original purpose in assigning this music—the song cycle within the Missa pro Defunctis —to a German baritone and an English tenor was conceived against the backcloth of Coventry's destroyed and rebuilt cathedral, and that it cannot be maintained if the work is to be as widely performed as befits one of the masterpieces of our age.

The soprano and tenor parts were splendidly sung as before by Heather Harper and Peter Pears, but the BBC Chorus and Orchestra were markedly superior to their Coventry counterparts and Meredith Davies's single-handed control of the performance (at Coventry he shared the task with Britten) led to a more unified result. Even so, the acoustical problems were not wholly solved; both at Coventry and in Westminster Abbey many of those present heard rather less of the score than did the much larger audiences tuned in to the respective broadcasts. In view of this, we are eagerly awaiting next month's performance at the Royal Albert Hall, when Galina Vishnevskaya will for the first time sing the soprano part originally intended for her. Also taking part will be the young Finnish baritone, Tom Krause. There is some talk that Decca may take this opportunity to record the War Requiem (though it would be a pity to do so without Fischer-Dieskau).

Acoustically, at any rate, the Albert Hall is likely to prove a far more favorable setting for so rich and subtle a score, providing sufficient clarity allied to ample reverberation. While Britten's desire to avoid the clinical atmosphere of the Festival Hall is perfectly understandable, the idea of confining the War Requiem to cathedral performances is clearly untenable at a time when works as "sacred" as the St. Matthew Passion are constantly given in "secular" surroundings. The War Requiem is a universal work, both in its music and in its spiritual message: it belongs to the world at large and should be widely performed during this coming year, even if it does call for considerable forces—three soloists, large mixed chorus, a boys' choir, a substantial full orchestra, and a separate chamber orchestra, and much rehearsal time.

The following evening, after the departure of the lethal fog, Covent Garden presented "Die Walküre" and, for the first time since pre-war days, the part of Brünnhilde was assigned to a native soprano. Amy Shuard's debut as the Valkyrie—previously she had only sung Sieglinde—was without doubt auspicious, yet, unbeknown to her or the audience, fate was about to cast a shadow over the event. For, at the very hour when Covent Garden acclaimed the birth of a new Brünnhilde, Kirsten Flagstad, the noblest exponent of this part known to our generation, died in Oslo at the age of sixty-seven.

New York can certainly claim the honor of having revealed Flagstad's prodigious voice and classical artistry to the world at large; after the war, however, London was her most regular port of call and she appeared frequently at Covent Garden until her retirement from the stage—mostly as Isolde and Brünnhilde, but also as Fidelio and Kundry. For her last "Walküre" she abandoned the title role and reverted to the part in which she had first appeared at the Met, that of Sieglinde. Before that, however, she had won for herself a special place in our affections when, during the Festival of Britain, she starred in the Mermaid Theatre's production of Purcell's "Dido and Aeneas." The contract she then signed with actor-manager Bernard Miles—in which her "fee" for singing Dido was to be two pints of stout per day—has become part of theatrical lore and it is safe to say that those of us who heard her in the theatre, and heard

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her often, will never forget the golden voice or that most noble of profiles.

DGG's recent list included a new Schneiderhan-Jochum version of Beethoven's Violin Concerto which is sure to cause a stir, not so much because of performance or recording, however admirable, but for its unusual cadenzas. By adapting for the violin the four cadenzas which Beethoven himself provided for his piano arrangement of the concerto (the "extra" cadenza prefaces the second appearance of the main theme in the Finale), Schneiderhan has produced for the first time a disc of this work which can claim to be wholly by Beethoven. Of particular interest, incidentally, is the long first-movement cadenza, in part of which the soloist is accompanied by the timpani, but it must be admitted the Schneiderhan has not been wholly successful in concealing the pianistic origins of his adaptions.

For devotees of Indian music there is an HMV disc containing three Ragas as well as a Talba solo; and featuring the sitar virtuoso Ustad Vilayat Khan, while the countless admirers of Victoria de los Angeles will surely be delighted by her latest recital, entitled quite simply "Cantos de Espagna."

Lastly, from Delyse (one of our smaller companies), comes a record for which many habitués of Covent Garden, Glyndebourne, San Francisco, La Scala, Vienna, and Salzburg have long been waiting: a recital by the superbly gifted Welsh baritone Geraint Evans. One of the outstanding singing actors now before the public, Evans has had to wait inordinately long for his first solo disc; it is odd, too, that it should be wholly devoted to oratorio excerpts and contain not a note of opera. Nevertheless, his fine voice and

strong personality yield vivid performances of extracts from "Elijah," Brahms's Requiem, Handel's "Judas Maccabeus" and "Messiah," and Rossini's Stabat Mater. He is supported with characteristically Cymric fervor by a combined choir and the BBC Welsh Orchestra under Mansel Thomas, who also contribute Handel's Coronation Anthem, "Zadok the Priest." The spacious and splendidly lifelike recording was made in Landaff Cathedral, near Cardiff, but one does not have to be a patriotic Welshman in order to enjoy the vital artistry which has made Geraint Evans so outstanding an exponent of roles like Falstaff, Beckmesser, Wozzeck, Figaro, Leporello, Guglielmo, and Papageno.

—Thomas Heinitz.

LOVELORN LADY

WHEN certain jazz musicians go to *commedia dell'arte* for inspiration, they really don't go back far enough. They ought to have gone to the Roman arena and come up with a gladiator's blues which incorporated "morituri te salutant" in the lyrics, for there is nothing a large section of the jazz public adores so much as the artist who gambles with his or her life, and loses it. That is fascinating—something to remember, something to talk about!

There have been many jazz tragedies involving fine musicians. Such names as Chick Webb, Jimmy Blanton, Charlie Christian, Dave Tough, Joe Smith, Bessie Smith, Eddie Costa, Chu Berry, Bunny Berigan, Wardell Gray, Herschel Evans, Lester Young, and "Lips" Page come to mind. They all died much too soon from the artistic point of view, but they didn't make it to the fullest extent in terms of tragedy with mass appeal. Bix Beiderbecke was the first to do so, Charlie Parker the second, and Billie Holiday the third.

To those who first heard Billie in all her glory during the 1930s there was something macabre about those she attracted so strongly in her later years. These heard the decay in her wasted voice, loved it, and perhaps identified themselves with it. In a sick world with sick moral values, the dramatic self-destruction of a great singer overshadowed the fact of her deteriorating artistry. Conveniently, there were always near-anonymous culprits to blame. "They" did it, "they" were responsible. Who were "they"? The whites, the peddlers, the bookers, or just the ever-ubiquitous apostles of self-indulgence?

It is safe to say that Billie never realized who she was. Had she been born in other circumstances, into a different musical milieu—perhaps operatic—and been taught something of the beauties of life, how different her own life might have been. Her real gift was for life itself; her temperament committed her to the farthest peaks of emotion. She sensed in jazz something bigger than all of us, the divine legacy. In jazz, she encountered joy; in men, transports of sorrow. To one of her innate generosity, limitation meant acute pain.

Her earliest records mirror her affair with jazz. Here is an inimitable, wholehearted well-being, free of the taint of disillusionment. The artistic depths she later revealed reflected the degree of her obsession, her ceaseless search for the absolute.

Despite their triumphs, singers have done untold harm to jazz, but in the beginning they contributed enormously and beneficiently. The stories the blues singers had to tell, and the tones they told them in, had the hard, clean impact of Norse sagas. Their truths were dramatic enough. Having no need to color them, the singers tended towards a somewhat deadpan delivery and avoided the softly sentimental. That Billie inherited their qualities is clear enough in the offhand yet superbly resilient fashion in which she sang, on one of her earliest recordings:

I jumped out of the frying-pan
right into the fire,
Lost me a cheap man and got a no-
'count liar.

At that time (1933), the conception of the jazz singer was not very clearly developed. Ella Fitzgerald's first records were nearly two years away. George Thomas with McKinney's Cotton Pickers and Mildred Bailey with Paul Whiteman had indicated directions, but the paramount influences were, as Billie herself proclaimed, Bessie Smith and Louis Armstrong. The only purpose of the singers with the bands was to deliver the song, and they relied entirely on the words to convey its message. Men sang songs obviously written for girls, and girls songs written for men, without bothering to change nouns and pronouns, and without regard to the suitability of the sentiments they were expressing. High falsetto male voices were not unpopular, and for many, accustomed to the tradition of Irish tenors, that of Bing Crosby was at first uncomfortably masculine.

Billie was no neuter. She was young, healthy, and full of animation and drive. She could phrase, push the beat, and ride out over a stormy jazz background as well as most musicians on their horns. Her "golden" years, as the recent three-volume Columbia set (C3L-21) quite properly intimated, were brief, but they were tremendously exciting. She had a marvelous accompanist in Teddy Wilson, and most of the best

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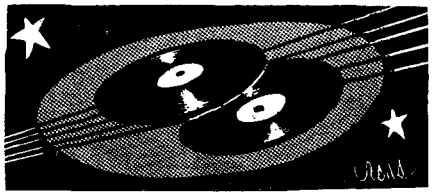
jazzmen of the day played on her records.

This period of unimpaired strength was succeeded in the 1940s by one in which a more catholic development was dominated by an emphatically emotional approach, an approach that repeatedly illumined the world of heartbreak. This, in a sense, typed her, but tragedy grew burdensome at times and then the uninhibited, unalarmed Billie returned, swinging out on numbers like "What a Little Moonlight Can Do" and "Them There Eyes."

Of course, as she found her greatest scope in "musical suffering," so suffering found great scope in her. Her art echoed every kind of intense and bitter experience to which she exposed herself. The last period was merely one of waning strength. The talent was still there, but it came out confused and, above all, weakened. There were times, however, when a breath of the old "possession" invaded her again, and the original magic overlaid or blotted out the physical deterioration. This was the case during a 1954 concert in Germany, now unexpectedly presented on a United Artists album entitled "Ladylove" (UAJ 14014). Annotator Leonard Feather ascribes this to be "morale-building encouragement of European audiences" and to the fact that Billie was "lionized and feted and never Jim Crowed." Carl Drinkard's excellent piano accompaniment on the first side must have been a happy contributing factor, too. It is necessary to remember that she could always be reached by a musician who genuinely had something to say.

Though Billie has left us, she is scarcely further beyond our reach than the intangible in jazz itself. It is a cliché to say that she lives on in her records, but these mirrored her art with an astonishing and endearing candor.

—Stanley and Helen Dance.



LITERARY I.Q. ANSWERS

1. deCODed. 2. BASSet. 3. PERCHance. 4. cockROACH. 5. FLOUNDERing. 6. reGARd. 7. SMELTer. 8. SHADowy. 9. RUDDer. 10. deSPOT. 11. GRUNTling. 12. sPIKEs. 13. UMBRAge. 14. DABchick. 15. RAYon. 16. goatSUCKER. 17. SCUPper. 18. hEEL. 19. CHIROgraphy. 20. sCARP. 21. conSOLEs. 22. moonSHINER. 23. sHAKE. 24. GUDGEONed. 25. SHADDOCK. 26. preDACEous.

Music to My Ears

(*Continued from page* 77)

For a while, however, it seemed that all of these devoted efforts might fail for want of adequate response to the mood setting requirements of the prologue. There was verbal agility in the text of the major-domo as spoken by Morley Meredith, and Walter Cassel sang clearly as the Music Master. But the key role of the composer was sadly misrepresented by Kerstin Meyer, who looked awkward, sang ineptly (she floundered dismally in the most eloquent phrase of the whole score "Musik is Heilige Kunst") and chewed the English into unrecognizable fragments.

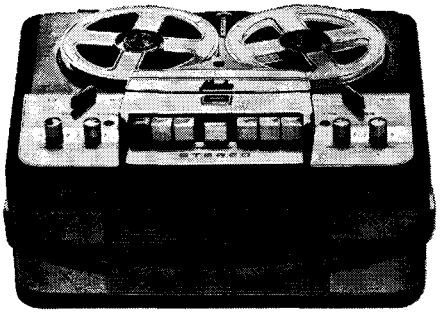
Once the Opera was underway, however, Böhm and the excellent singers engaged in this first cast notched steadily, sonorously and ever higher the mark of Strauss's achievement. Rysanek had her vocal mechanism, recalcitrant as it sometimes is, geared for a maximum effort, rising to flights of eloquence and artistry beyond her best to date. In the demanding duet at the end she was powerfully supported by Thomas. She solved the dilemma of impersonating a God (Bacchus) simply by singing like one.

Meanwhile, in and about them, the complement of comedians resourcefully directed by Ebert, capered and clowned to a connoisseur's taste. They had as handmaiden, or mascot, something a proper "Ariadne" cannot do without—a vocally resourceful and physically beguiling Zerbinetta in Gianna D'Angelo, who sang out with birdlike blitheness, and also made the amorous allusions of "so war es mit Pagliazzo" wholly believable. Among the rivals for her affection with Theodor Uppman's Harlekin were Andrea Velis (Scaramuccio) Ezio Flagello (an especially entertaining Truffaldin) and Charles Anthony (Brighella). The balancing trio of female spirits led by Jeanette Scovotti as an imperturbable echo, included Gladys Kriese (Dryade) and Laurel Hurley (Jajade).

One of Rudolf Bing's choicest services to the Metropolitan public, "Ariadrne" is bound to lead to deeper penetration into the hitherto unexplored Strauss literature with, let us hope, same expert participation of Ebert and Messel.

—Irving Kolodin.

the most noise-free recordings you have ever heard



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Specifications: *Frequency response:* 60-16,000 cps at 7½ ips. Head gap: 0.00012". Signal-to-noise ratio: better than —48 db. Wow and flutter: less than 0.14% at 7½ ips. Recording level indicator: one-meter type. Program indicator: built-in, 4-digit adjustable. Inputs: for stereo microphone (1 two-channel); for phono, radio or tuner (2). Foot pedal facilities (1). Outputs: for external speakers (2), for external amplifiers (1 two-channel); headphone (1). Recording standby. Transistor complement: AC 107 (4), OC75 (6),OC74 (2), OC44 (2), 2N1314 (2), OC79 (1). Line voltage: 117 volts AC at 60 cycles. Power consumption: 65 watts. Dimensions: 18½" x 15" x 10". Weight: 38 lbs. Accessories: Monitoring headset and dual microphone adapter.

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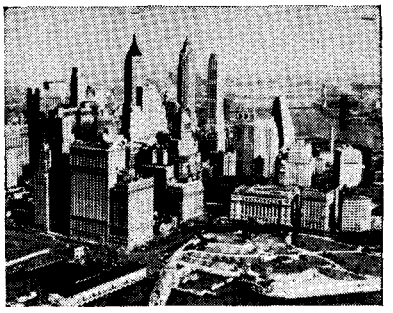
Only 4 cities

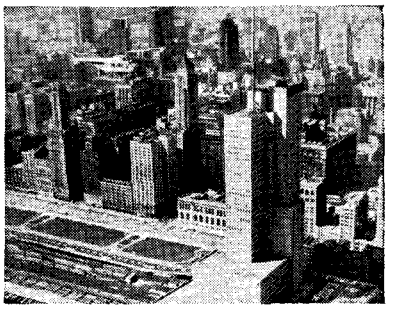
have 2 or more daily newspapers rated among the 20 best in the United States

. . . according to a nationwide Saturday Review poll of college and university journalism educators regarding newspapers with circulations of 100,000 or more.



New York

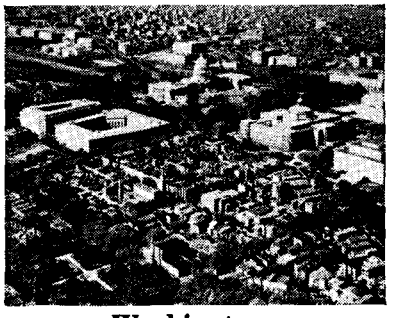
New York Times
Wall Street Journal
New York Herald Tribune



Chicago

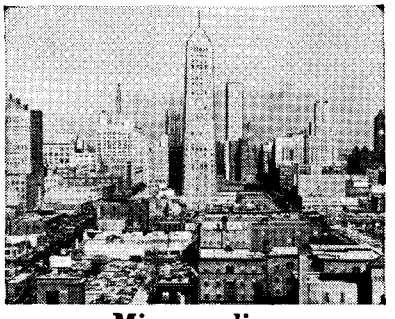
Chicago Tribune
Chicago Daily News

These 4 cities and the newspapers are:



Washington

Washington Post
Washington Star



Minneapolis

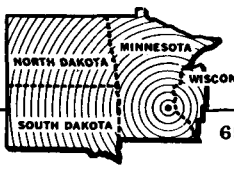
Minneapolis Tribune
Minneapolis Star

Journalism educators based their selections on comprehensiveness of news content, objective treatment of the news, judgment in its selection, layout and typography, good writing, and accuracy.

The preceding facts are taken from a report in Saturday Review, May 13, 1961, on a national survey of university and college journalism directors, deans, professors and associate professors concerning the state of journalism in the United States. To obtain your free copy of the report, write to: "Rating the American Newspaper," Minneapolis Star and Tribune, Minneapolis 15, Minn.

Such outstanding treatment of the news is one important reason that the Minneapolis Star and Minneapolis Tribune are the best-read, most-respected newspapers in the 3½-state Upper Midwest.

MINNEAPOLIS STAR EVENING



Minneapolis Tribune MORNING SUNDAY

495,000 COMBINED DAILY 650,000 SUNDAY • JOHN COWLES, *President*

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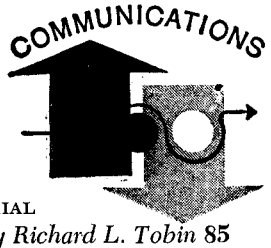
COMMUNICATIONS

Communications Editor: RICHARD L. TOBIN



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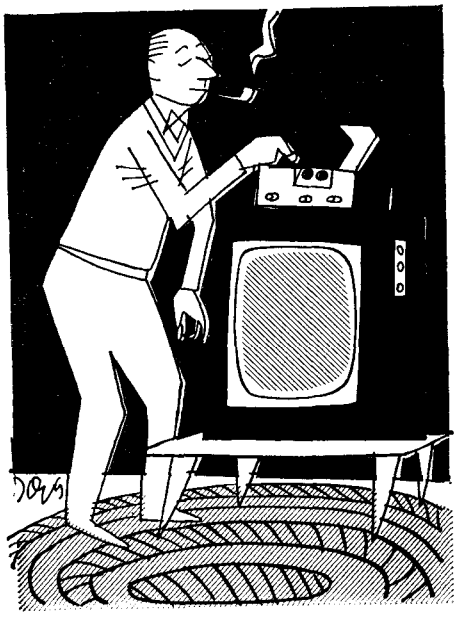

1963: Subscription TV's First Vintage Year

WHATEVER else 1963 brings to the throbbing world of professional communication (and it is bound, in a highly complex society, to involve us all deeply), one forecast appears to be worth gambling on. The coming year is certain, the experts tell us, to witness a breakthrough in subscription television, better known as "pay-TV," "toll-TV," or "fee-TV," depending on your part of the country and the subscription-TV system dominant there. Few doubt that 1963 will be pay-TV's first vintage year. The argument is only over method and timing, program content and aegis, not ultimate success, which is now taken for granted.

Subscription television involves the furnishing of special TV programs to viewers who pay a charge for this service rather than tuning in free entertainment sponsored by advertising. There is no advertising in subscription TV, as there is no advertising in the course of a motion picture or legitimate play. You have paid a fee to see the movie or the play and for this fee you've been promised a continuous performance free of advertising or promotional interruption. Pay-TV works along this entertainment principle.

Transmission of subscription television over the air is authorized by the Federal Communications Commission and is, therefore, under its jurisdiction. Closed-circuit TV, used, for example, by businessmen to bring far-flung headquarters personnel together, is not under the FCC's jurisdiction because it isn't broadcast and is not for public consumption except in special circumstances. Closed-circuit TV is, moreover, sent by coaxial cable and resembles a private long-distance phone call rather than a telecast. Subscription TV can operate through either system.

Commercial announcements are not permitted in subscription television programs. During hours when pay programs are not being sent, subscribers may listen without charge to good music and public service programs furnished over wire facilities. And these services, plus the absence of TV commercials, plus greatly increased program quality and scope, add up to something worthwhile to a large but neglected segment of intelligent America.

The FCC authorized toll-TV experimentation as early as 1950. There are many systems by now. They differ mainly in how the transmissions are scrambled and unscrambled, and whether coin boxes, punch cards, tape, or monthly bills are used to pay the tolls. Under FCC testing regulations, subscribers cannot be required to purchase special receiving equipment. Accordingly, needed apparatus is furnished by the franchise holder, and all the subscriber pays, besides each program fee, are small service and installation charges (similar to the telephone company's).

The first formal U.S. test of pay-TV on a large scale is now being conducted in the Hartford, Connecticut, area. Several thousand families have agreed to the test, and single-program charges range from a quarter to $3.50, depending on program cost. Charges do not vary with the number of viewers per home. Any number can watch. If a play or first-run film is that good, the family can sit through it a second time or invite a whole

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new set of friends in for the late show—at no extra fee. As many as half the testers in Hartford have tuned in on a given night and some of the programming has been well worth the dollar or two "admission." By 1964, Santa Monica, California, may have pay-TV available to every home. Toronto, Canada, already is involved with a highly successful pay-as-you-go TV using the Telemeter coin system and showing movies, plays, and the Toronto Maple Leafs' away games.

Apparently the public wants pay-TV. Tests prove conclusively that it can make money and do a job regular TV cannot or will not do. Certainly, pay-TV will radically alter the advertising business in the next decade and probably the entertainment business, too. Breakthrough is not only forecast for 1963 but, the best sources tell us, subscription television will be one of the giant communications industries by 1970. Since advertising either cannot, or believes it cannot, support certain high-quality programs (though educational TV may yet prove it wrong), a ready-made audience awaits widespread pay-TV. Where else, except for educational TV, can an above-average viewer go? There are mighty few WQXRs of television as yet and the occasional foray by the networks into such magnificent series as "The Age of Kings" is conspicuous by being unique.

General Tire's three-year RKO experiment in Hartford will cost that far-sighted company $10,000,000, but the experiment is already successful in the first fine careless rapture of its marriage to an excited public. Other large industrial concerns are now plunging in, under the impetus of the new federal law that forces TV sets made after April, 1964, to possess all manner of new ultra high frequency and very high frequency outlets not now available on the average set. And while commercial TV will naturally continue to dominate the industry in the foreseeable future, we approve and applaud any experiment whose ultimate purpose and result are a raising of program standards of the greatest communications medium the world has ever known. —R.L.T.

Introducing New By-Liners

Brigadier General *David Sarnoff* is chairman of the board of the Radio Corporation of America and has spent a lively lifetime in the world of electronics.

Harry Golden, one of the last of the great personal journalists, has been editing *The Carolina Israelite* for twenty years, come next month.

Letters to the Communications Editor

THE OTHER SIDE OF CANON 35

FOR HERBERT BRUCKER'S information, cameras should be barred from court because to permit them would be unfair to the witnesses, jurors, lawyers, judges, and those who are on trial [*SR*, Dec. 8]. Unlike accounts in other communications media, a reasonably complete newspaper account can be referred to, studied, and digested by the reader at his leisure. This minimizes injustice. Witnesses are entitled to have their testimony heard so the facts can be determined. TV viewers, unlike a jury, cannot be compelled to listen to all the evidence. Jurors have a duty to perform in the administration of the law and should not be placed on display as if they were on a stage in a theatre or a television studio. Lawyers should not be subjected to examination by an unwanted TV audience. Lawyers are officers of the court and are not being paid by TV as soap-opera performers. Judges must be free to conduct the trial within the rules of evidence and not be subject to comment by those who are ignorant of the rules of proper judicial procedure.

The privacy of the person on trial has already been so shattered that, innocent or guilty, he will never quite recover from the ordeal. Let's minimize this invasion of privacy. Mr. Brucker asks for an experiment with cameras in the courtroom to determine whether justice is impeded by them. How will he ever know whether justice was impeded? Our legal system is not conducted for the benefit of any profit-making organization, no matter how noble its alleged purposes in seeking to bring "news" to the curious. Much more important are the rights of the accused, which must be jealously guarded at every possible point, to the end that no question can arise as to the determination of justice.

FREDERICK W. PARKHURST, JR.,
Emory and Henry College.
Emory, Va.

I AM TOTALLY in favor of retaining Canon 35 of the American Bar Association, particularly as it relates to the use of TV in court trials. The trial of a person whose life or liberty is at stake should not become a theatrical spectacle, and, as it has been aptly stated by the Supreme Court of the State of Pennsylvania, TV "serves no purpose except to pander to the lower tastes of some individuals. Courtrooms and courthouses are not places of entertainment, and trials are not had for the purpose of satisfying any sadistic instinct of the public seeking sensationalism."

To permit the televising of such trials is to lower all of the safeguards of our judicial processes designed to insure fair and impartial trials and hearings. It would open the way to decisions and verdicts by mass psychology and emotion rather than by judge or jury based on facts established by evidence presented, weighed, and sifted for its validity by established rules of law and order.

Mr. Brucker has overlooked the other side of the coin in this matter. It goes without saying that the TV companies are not in business for their health. This means commercial sponsorship of a court trial with all of its blaring and unsatisfactory commercials. It is not difficult to imagine a trial if TV is permitted, with time out during its course (as is currently the case in several court programs on TV) for a commercial to interrupt the trial proceedings—by advertisement of a cosmetic, cigarette, detergent, or maybe a dog food. The trial would become a farce, and not a solemn and dignified procedure necessary to insure the survival of one of the most precious traditions in our way of life. By all means let Canon 35 remain.

ABE SHEFFERMAN.
Washington, D.C.

AS A FORMER newspaperman, I found that reading Herbert Brucker's "Let's Abolish Canon 35" recalled to mind a score of queasy-making recollections from a not altogether glorious journalistic past. And the worst of these is one that occurs with many variations of place, person, and event, yet remains essentially the same: having to ask obnoxious, callous, even cruel questions of some poor soul who had just lost his wife, dog, business, or who had shot his mistress or just run over a child.

A newspaper man's job? Uh huh. The "dispassionate, undisturbed inquiry into truth?" Well, uh—no tough city editor I ever worked for (five, and they were all stereo-tough) would have admitted anything of the sort. Had I been foolish enough to ask the questions, "Why pry? Why exploit tragedy?" they would have answered with the requisite snarl: "Because we wanna sell newspapers, you idiot!" Such unction as "A free society cannot live without journalism" would never have escaped their lips. They wanna sell newspapers and Mr. Brucker knows it and asks, "Is that bad?"

The answer to that question is: no. But that isn't the question operative here. Venality is, and it's bad. Viciousness is worse. And if Canon 35 does nothing more than to prevent some wretched malefactor from having to see how he looked in print at—perhaps—his life's darkest moment, then this is reason enough for retention.

Nothing in Mr. Brucker's pious

(*Continued on page* 97)

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The Bell System will put more than 3 Billion Dollars into New Facilities this year

...to serve you and the nation better

We are moving full steam ahead with this big construction program because the country needs more and more communication service.

We are doing it because of our faith and confidence in the future of business and the nation. Surely, the course of America is upward.

We can see it and feel it in our own business. There is an aliveness in the day's work and in the research and the planning. The welcome necessities of growth are upon us and spur us on.

We have added 26,000,000 Bell telephones in the last ten years to meet the public's needs; a tremendous job in so short a time. The total is now 66,000,000. Some day, as population grows, it will be 100,000,000 and even more.

More service...More employment

The 1963 program will not only bring benefits to all who use the telephone but will provide thousands of jobs both inside and outside the Bell System. We'll be buying from tens of thousands of other businesses.

Many exciting new things are here or on the way, from the just begun to the nearly done.

The Telstar satellite and the new ocean cables are just parts of a new era in world-wide communications in which the Bell System has a leadership role.

Telstar is a first for our country, and has won world-wide admiration and respect. It has gone around the earth many hundreds of times, with two-way transmission of telephone calls, TV and radio programs, movies, etc.

A few months ago it relayed business-machine-type data across the Atlantic at nearly 1,500,000 words a minute. This is an example of the almost incredible speeds that new developments are putting into many forms of telephonic communication.

"Surely, the course of America is upward."

New buried cable for defense

A project of special importance at this time is a new underground cable system from coast to coast. It is being built to supplement present networks and withstand any nuclear blast except a direct hit. It's already over one-third completed.

We aren't sitting back or resting on our oars. You wouldn't think much of us if we did. And we wouldn't think much of ourselves. We know what is needed and we're going right to it.

Of course there will be ups and downs in the business cycle, but we aren't going to let temporary things scare us. This business isn't put together that way.

We're backing our faith in the near months and the far years with the biggest construction outlay in our history.

The money for the job

It can hardly be said too often that a well-balanced, forward-looking program of this kind depends on our ability to maintain good earnings.

It is only by reason of such earnings that we can go out and raise the necessary capital to do the job.

By building for the future, we are making an important contribution to the country's over-all economic welfare right now.

We go forward in this new year with a renewed resolve to serve the public and the nation in every possible way.

FREDERICK R. KAPPEL, CHAIRMAN OF THE BOARD
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A WIRELESS WORLD

By DAVID SARNOFF

THE technology of electronics is reaching today for summits of national, global, and space communications beyond anything conceived since the invention of movable type.

The year 1962 brought conclusive proof of the utility of orbiting satellites to relay across ocean or wilderness the immensely high-capacity signals in the upper reaches of the radio frequency spectrum.

The way is thus opened technically for the establishment over the next few decades of a communications system by which governments, organizations, or individuals may establish contact with anyone, anywhere, at any time, by voice, sight, or document, separately or in combination. In its most advanced form, such a system would be based upon communication via satellite without intermediate routing or wired connection.

When this occurs, man's capacity to communicate will have transcended every barrier of time and distance. A person sitting in his home or office, or in movement, will be able to see or be seen, speak or be spoken to, by any other person anywhere in the world. Written information, computer data, and facsimile will be capable of instant transmission from point to point over any distance.

Even now, many components of such a system are in being or in advanced concept. Progress in electronic communications already has opened for practical use the microwave regions of the radio frequency spectrum, providing literally millions of communications channels for voice, sight, data, and facsimile in overland services.

Recent research, looking to communication among men across the reaches of space, has tapped an even greater resource with the discovery of means for carrying information on pencilled beams of light generated in the remarkable device known as the *laser*. Traveling in a straight line for hundreds of thousands of miles, one laser beam can concentrate a signal capacity a million times greater than in all of the communications channels in use throughout the world today.

Lasers promise to provide an effective link of vast capacity through space as human exploration extends to the moon and beyond. Thus they offer a potential vehicle for extending global communications to a comprehensive network reaching tomorrow's outposts elsewhere in the solar system.

In this pattern of communications expansion, the ocean-spanning satellite relay assumes the role of catalyst in the swift evolution of truly global systems. It extends the application of our most advanced techniques and concepts beyond anything heretofore considered feasible, and stimulates new thinking and new approaches.

FROM this begining, I see satellite communications development occurring in three phases whose timing will be determined as much by economics and social demand as by technology.

Phase I, between 1965 and 1970, should see a global system of low-power synchronous satellites, each with a capacity of 2,000 voice channels or two television channels.

Positioned approximately 22,300 miles above the equator and completing an orbit in the same twenty-four-hour period required for full rotation of the earth, they will in effect hover constantly over a single point on the earth's surface. At its high altitude, each of the satellites would be within direct line-of-sight range of about one-third of the globe.

Communications to and from these satellites will be handled through high-power earth terminals whose antennas are fixed permanently on one or more of the space relays. These stations, varying from simple installations to complex trunk types, will be linked with land-line and microwave networks crisscrossing the continents. Most nations are likely to maintain their own terminal facilities, in keeping with the present pattern of national systems.

With these facilities, communications could develop to the point of direct telephone dialing between users anywhere in the world. The system would accommodate television broadcasting and closed-circuit television, although the latter would probably be limited by economics to governmental use.

Phase II, between 1970 and 1980, may mark the beginning of international satellite communications between cities rather than through centralized national terminal facilities.

Nuclear-powered synchronous satellites, weighing three tons or more and generating approximately 60 kilowatts of power, would accommodate some 10,000 voice or six television channels. The far greater output power of the satellite would permit substantial reductions in the cost and complexity of the earth terminals, placing them within reasonable economic range for small nations and users, and permitting the design of mobile or stationary units that could be simply assembled.

With such stations, the larger population centers could readily undertake their own direct communications via satellite relay. For example, a direct link could be maintained between New York and New Delhi, employing simple base stations at or near each city and a relay stage of microwave or even laser beams between the synchronous satellites serving the respective regions.

The introduction of city-to-city communications can bring immensely significant change to both commercial and private services. For non-governmental organizations and business enterprises, closed-circuit television on an international scale would become available at reasonable cost. For broadcasters, new prospects would be opened by the ability of the high-powered satellites to transmit directly to television receivers in the home.

Person-to-person voice communications could be provided through fixed or mobile telephone and even pocket-radio links between individuals and the earth terminals of the satellite system. When this happens, an individual moving within a city or its environs could have wireless contact with any similarly positioned and equipped individual on any continent.

Phase III, beyond 1980, envisages an all-embracing satellite communications system: direct personal transmission of voice and sight through satellites without intermediate routing.

Manned satellites, assembled in space, would range up to 100 feet in

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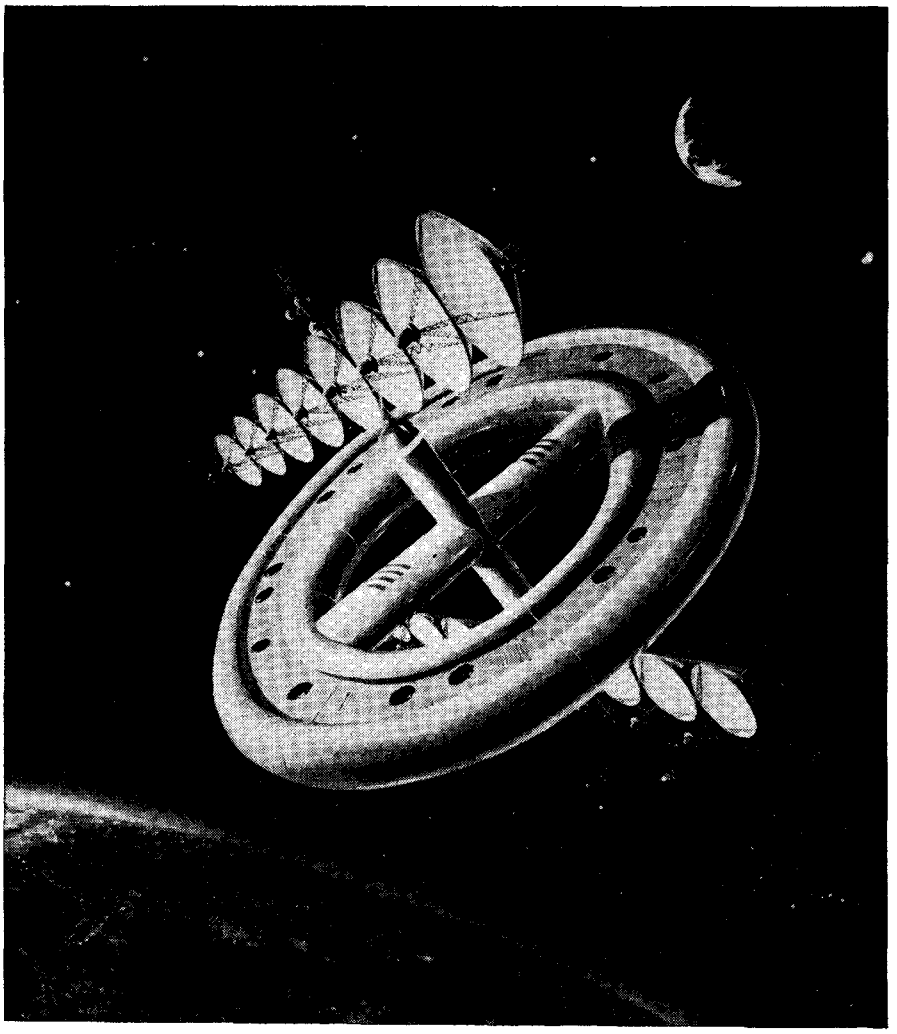
diameter and weigh some 100 to 150 tons. Nuclear energy in the space station would provide up to one million watts of power, equal to the output of twenty high-power present-day broadcasting stations.

Each such satellite in a system of perhaps five to ten would provide up to 500,000 voice and 500 television channels. Directional antennas would link the satellite with individual cities through narrow microwave "shafts" containing thousands of voice and hundreds of television channels. Equipped with a high-speed computing system, the satellite would serve as a switchboard in space to route calls from city to city, country to country, and continent to continent.

WITH this system would come the facility for direct two-way contact through television receiver-transmitters installed in private homes and offices. Beyond this, a new dimension in individual communications might be accomplished through parallel advances in miniaturization of electronic devices, circuits, and power sources, together with continued progress in the development of communications theory. This would lead to the incorporation of television as well as sound in a two-way pocket-size device equipped with a decoding circuit responsive to the one correct code out of several million possible arrangements of pulses transmitted from similar units elsewhere in the world—a wireless analogy to telephone dialing.

Whether or not the capabilities of our technology are pushed to their full extent in this fashion, it is undeniable that wireless communication is being advanced via satellites to a new level of revolutionary potential. The services which will become available will be extended gradually from the urgent and important to the everyday and commonplace. While no more than a portion of the world's populace is likely to utilize these global facilities in this century, that portion will continue to grow in number and geographic spread.

Even in the early stages of this process, the impact of satellite communications upon human society will be profound. There will, for example, be an enormous hastening of economic development in the vast regions which have yet to derive substantial benefit from twentieth-century science and technology. As the accessibility, accuracy, and swiftness of intelligence is increased through the coming global systems, commercial activities will be extended through areas hitherto too remote for consideration. It will be a two-pronged stimulus—from people demanding more goods and services as they see and hear about them, as well as from enterprises moving with surer knowledge to meet the rising demand.



Projected manned station—communications space stations would *remain in orbit at 22,300 miles to receive and transmit messages.*

More and more, the full range of human, commercial, educational, and cultural activities will become international in scope, encouraged by the ability to communicate across a span of continents with even greater facility than we communicate today within a single country. Immediate voice, visual, and data communication will reduce global operations to the simplicity of the average domestic enterprises. And with the extension of communications to interplanetary service, through the linking of terrestrial television microwave with space laser systems, human capabilities for the exchange of intelligence will become universal in scope.

Despite the pace of technological growth today, it is likely that the rate of progress toward the future global and interplanetary communications systems will be determined as much by political, social, and economic factors as by technical accomplishment.

I feel, however, that the very existence of satellite communications will in large measure determine the solutions to the non-technical problems that stand between the promise and its full realization. For example, the day of the closed or remote society is coming to an end. No barriers of time, or distance, or ideology, can long withstand the mounting flow of information and the vastly improved access to information across the oceans and the continents. The awareness of knowledge is the first step to its acquisition, and the acquisition of knowledge is, in turn, fundamental to human advance in every sphere.

I am sufficiently optimistic, moreover, to believe that the more man knows of men, the greater will be the desire to live and to progress in mutual understanding. In the new and impending systems of global communications, we are being given the greatest opportunity ever presented to mankind for the achievement of understanding. I trust that we will employ it fully and with wisdom.

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LAST OF THE PERSONAL JOURNALISTS?

By HARRY GOLDEN

I EDIT and publish the *Carolina Israelite,* a personal journal issued six times a year. I am its sole proprietor, as William Faulkner might say. The *Carolina Israelite,* a subscription newspaper published at Charlotte, North Carolina, goes into every one of the fifty states of the union and a few foreign countries, with a circulation of roughly 45,000 paid. It is also roughly self-supporting.

But I must hasten to add that while I invented the *Carolina Israelite,* I by no means invented personal journalism. Personal journalism has a long and varied history in American letters. This tradition descends from Horace Greeley, who invented the penny daily and later founded the *Tribune,* to William Allen White, who edited and published the *Emporia Gazette* in Kansas. Personal journalism included such unique newspapermen as E. W. Howe, Elbert Hubbard, "Marse Henry" Watterson, and even E. Haldeman-Julius, whom the *New Yorker* called "the cultural tycoon of the American mid-west" for his publication of a monthly journal and the "little blue books."

When I started my newspaper twenty years ago, I had two assets. One was a memory which recalled to me the faces of men to whom I sold a newspaper as a boy on the Lower East Side of New York, and recalled as well all the sights and sounds of a world long vanished. The second was an inventory of nearly a half-century of uninterrupted reading.

These were the assets of William Allen White, though I suspect he had them in greater degree. Without doubt he was the best lettered and most talented personal journalist ever to appear on the American scene. He published the world-famous *Emporia Gazette* and he got the point of the human story beginning with the essay that made him famous: "What's the Matter with Kansas?" Were he still around, I am certain his front page would carry the news of any landings on the moon by our astronauts but his editorial for the day would probably be much like his famous piece on pork and beans: "Canned beans will do for an emergency, and it is good to keep a supply in the house in case of smallpox or a broken leg. But the housewife who will

—Tom Walters.

Harry Golden—no stuck whistle.

dish up canned beans when she has time to cook beans properly should be loaded into a patrol wagon and taken to jail."

There were "Marse Henry" Watterson and Henry Grady, he of the "New South," who had the reputations, but old Josephus Daniels of the Raleigh, North Carolina, *News & Observer,* was probably the peer of them all. For an entire generation Tar Heels started at least one conversation every day with "Josephus Daniels says . . .," and that old Methodist Sunday School teacher played a leading role in the lives of three of the most important Americans of the twentieth century, Bryan, Wilson, and FDR.

It is clear, I think, that the anonymous editorial by an anonymous staff is ineffectual. This is why the syndicated columnists have enjoyed such success in the last thirty years. It is not necessarily because of their excellence but rather that what they write is *by* Walter Lippmann, *by* David Lawrence, *by* Drew Pearson, and so on.

There's always one fellow at the staff meeting who says, "It's too controversial." In one editorial office there was a lengthy discussion at the daily meeting; would it be the integration of the hospital, or a slum clearance campaign? There was a vote, and again "smoke abatement" carried the day.

The personal journalist is the only hope for an occasional outrageous opinion. When E. W. Howe, the Sage of Potato Hill and publisher of *E. W. Howe's Monthly* in Atchison, Kansas, was considering elective office, William Allen White wrote him: "Why don't you run for the Legislature on the platform 'Down with Love'? It's worse than whiskey. . . ." Hundreds of Howe's aphorisms have passed into the language, and when some of his fellow liberals questioned his abiding belief in God, Howe had a dandy answer: "Religion is not an intelligence test, but a faith."

Elbert Hubbard, the Sage of Aurora, was certainly the most colorful. His newspaper, *The Philistine,* was a national institution. "I propose to write every single article and paragraph in it, including advertisements," promised Hubbard, and he did. Every noted visitor to America asked to be taken to East Aurora, New York, to meet Hubbard. "A Message to Garcia" was first printed almost casually i *The Philistine* in March, 1899, and Mr. Hubbard had no idea of the excitement he would create. The New York Central Railroad alone ordered 100,000 reprints and in the next fifteen years "A Message to Garcia" sold in the millions—"More than any book, the Bible excepted," said Mr. Hubbard. What impressed the business community with "Garcia" was Hubbard's advice to young men: ". . . it is not book learning young men need, but a stiffening of the vertebra which will cause them to be loyal to a trust, to act promptly, concentrate their energies: do the thing, carry a message to Garcia." As the orders poured in, Hubbard announced: "I am now the voice of American business." But the subtitle of *The Philistine*'s masthead remained: "A Periodical of Protest." Hubbard lives on, revered for his profound observation that "Life is one god-damned thing after another." He went down with the *Lusitania,* unfortunately before he could fulfil a lifelong ambition of one day throwing an egg into an electric fan.

Another personal journalist was Oscar Ameringer, whose *American Guardian* was for many years the only Oklahoma newspaper with a national circulation. This was during that period when Oklahoma had more registered Socialists than New York. It was Oscar who wrote, "Cannibalism gave

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way to Capitalism when man discovered it was more profitable to exploit his neighbor than to eat him."

I started my newspaper because the South gave me a ready-made subject, namely the fight of the Negro for first-class citizenship. This fight, of course, is intimately connected with the growing industrialization and urbanization of Dixie; the secularization of the old Bible Belt; and the changing of an entire social order. I saw this happening and I wanted to write about it but I had no credentials as a Southerner, for in 1940 and 1941 I was new. Nor was I qualified by knowledge or inclination to run a Jewish parochial newspaper. Not at all. Yet my paper was successful, in a way, precisely because I was a Jew. Had I called my newspaper *The Tar Heel Gazette* or the *Carolina Journal*, the (99 per cent) native population would have asked: "What is this little fat Jew doing, coming down here from New York to tell us about the Southern way of life?" Calling the paper the *Carolina Israelite* insulated me because when they read it, they said simply, "Oh, well, it's just a Jew paper." By the time they realized the *Carolina Israelite* was not what it looked like, it was too late. I had become a big shot and they were stuck with me. I've even detected in recent years that they have acquired sort of proprietory pride in me. And I achieved substantially the same result I sought originally. In North Carolina, for instance, we have 4,622 paid subscribers as of today, of whom 315 are Jews, and 4,307 are Angles, Scots, Saxons, Picts, Negroes, Moravians, Greeks, Waldensians, and Irish.

In the beginning I had trouble. Some of the Jews in North Carolina organized a "Golden Go Home" Committee. They used to complain, "What kind of a Jewish newspaper is this, that talks about the Scottsboro boys in Alabama, that urges the textile workers to join the Union?" To be fair, they had a point, because we Jews do indeed carry a burden of history. We won't go into that here, except to say that even at the most intellectual level of the Gentile world, I have observed that there is an idea, however vague, that all the Jews meet in some cellar once a week. But I did succeed in destroying the stereotype, at least in this particular case. There is no longer any doubt anywhere that the stuff in the *Carolina Israelite* is one man's opinion, and has no relationship whatever to any group, congregation, community, or organization.

But the opposition during 1943 and 1944 might have been fatal if Dr. Graham hadn't saved me. Dr. Frank P. Graham, at that time president of the University of North Carolina, sent me a letter clear out of the blue: "Dear Golden, I've just read your paper, and it is good, keep it up and come to see me."

And he didn't say like most Southerners, "Come to see me sometime." He gave me a date, a place, and an hour. It was a Saturday afternoon and I went. And there in his home he had Jimmy Street, Noel Houston, and three or four professors and I was photographed with them. When the Jews of Charlotte saw a picture of me with all those Gentiles, they figured I was kosher, and I was on my way.

Across the twenty years I have made certain with every issue that I would never become a stuck whistle. Between the "integration" and the "join the textile union" essays, I scatter dozens of little "meiselech" (tales) of the Jewish immigrants and the Lower East Side of New York, which the wives of Southern Senators and tycoons have been known to read to their husbands after church on quiet Sunday afternoons. And from the toughest of all Southern conservatives a letter which adorns my wall: "Dear Golden: Here is my three dollars for renewal. Half your paper stinks, but the other half gives us all lots of pleasure."

THE CAROLINA ISRAELITE

THE TROUBLE WITH WOMEN: Aside from the fact that they are not philosophers, what is the trouble with women?

Number one: women are possessed of this terrible compulsion to move the furniture about. There is no end to the myriad number of mathematical arrangements of the furniture. You can leave the house one morning, off to the shop, to bring home the goodies for the wife and kids, and when you return that night you wouldn't recognize the place. You are reduced to a form of blindness, groping your way around what should be your own familiar home. But this is getting off easy.

Number two: no man has yet found the wife or secretary who is able to make the adjustment to either air conditioning or central heating. On the hottest day of the summer, you can return to the office after lunch to find the staff sitting there clothed in babushkas, shawls, and sweaters, teeth chattering and knees blue. It seems the air conditioner produces a draft. And in the winter they will burn you out of the place. They seem never able to understand that moving the thermostat up one degree will ignite the oil burner. Ah, no! They move it up twenty degrees and, to boot, will insist it does not work properly, that it's likely to explode.

Number three: no man does right by a woman at a party. If it is not asking for that extra drink which enrages and disgraces them, then it is putting salt on your salad before tasting it. Coming home from a party, a woman is worse than having the boss put you on the carpet for sheer negligence.

I remember an old *Saturday Evening Post* cartoon where the husband about to depart the party looks at his wife and remarks, "From your expression I can tell I had a wonderful time."

CARL SANDBURG: While I was on tour with Carl Sandburg, promoting my book, "Carl Sandburg," we chanced to stay in Chicago, the city of the big shoulders; but the cathedral, too, of middle-class values. After a day autographing books we retreated with newspapers to the hotel dining room.

The walls swirled with velvet draperies, candles flickered helplessly on each table in little cups of melted tallow, the heavy rug admitted no footsteps, and you could barely see your hand before your face. This is a dining room with atmosphere.

Carl would have none of it.

"Never eat," he said, "in a place where you can't read your newspaper." And indeed, that is the sterling test of any eatery, dining room, or steak house. If you can't read the newspaper, abandon ship.

—From Harry Golden's "You're Entitle'" (World, $4).

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—*Photos N.Y. Daily Ne*

"Horse, Jeep and Glider"—While covering the war effort (here the scene was the Glider Pilot School at Midland, Texas), Costa made this passing editorial comment on the changing modes of transportation.

"...IN THE TRADITION OF JOSEPH COSTA"

"FDR"—A *decisive moment* in history: FDR's signing of the declaration of war against Japan.

By MARGARET R. WEISS

AT press photographer Joseph Costa's recent one-man show, fifteen of the fifty news pictures on exhibit carried the credit line in small bold type: "From the permanent collection of the Smithsonian Institution."

The prints are representative of Costa's notable forty-two-year career in photojournalism; the words attest that the august Smithsonian considers the work worthy of a place in its archives of national cultural documents.

But even without this explanatory footnote, the pictures themselves leave no doubt that Costa is a cogent and extremely photosensitive reporter of the American scene. For whatever that scene reveals—whether a flea circus or a sinking freighter, guns and gas masks or skaters and sunbathers—his cam seems unerringly to capture *the* picture, the one that is certain to arrest the newspaper reader's eye and impel it to pursue the related text.

In fact, Costa himself feels this is

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essentially the first function of a news photo. He would probably never go along with the much-quoted Chinese proverb about the natural superiority of pictures to words. For him, "Today's ırnalists are really two hemispheres ı one world—the men of words and the men of pictures. The work of both must be combined to tell the most complete and accurate story—and they must be regarded as equal partners in today's news media."

AS chief photographer for King Features Syndicate and the New York *Sunday Mirror Magazine,* as founder and current chairman of the board of the National Press Photographers Association—as editor and lecturer, too—Costa has never ceased fighting for just such a program of "equal rights" and greater recognition for the nation's newscameramen in their role as visual reporters.

"Press photography has come a long way since 1920 when I started as a teen-age apprentice on the night shift of the old New York *Morning World.* . . . Those were dog-eat-dog days," he recalls, "with constant danger of a thousand tricks and deceptions played on one both by colleagues and competitors."

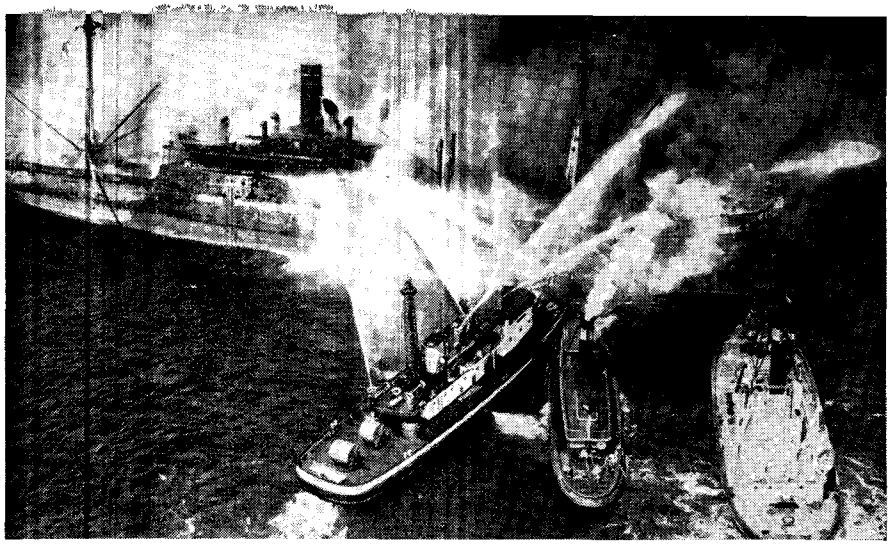
The technical revolution in photographic equipment—from cumbersome ve-by-seven Speed Graphic to com- ct 35mm camera—has been tremendous. But, he quickly adds, "The greatest change in the last half-century has been in the photojournalist himself.

"For one thing, he's much more of a technician. The tools he uses have become varied as were the tricks employed by his predecessors. He must know his cameras and lenses intimately and understand the capabilities of every single piece of the picture-taking gear he uses.

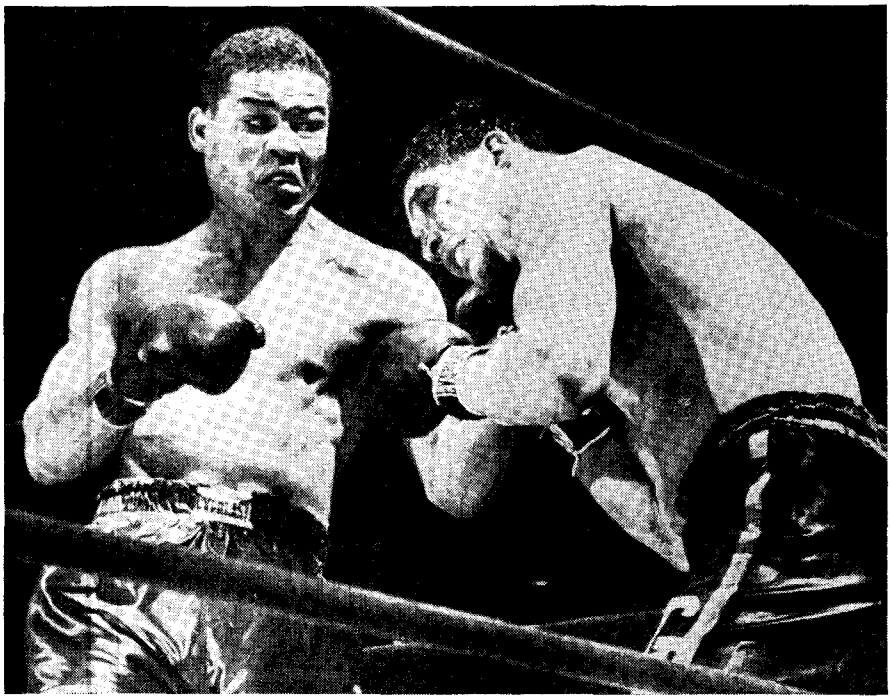
"A real pro knows his way around the darkroom, too, and is familiar with the diverse techniques required to process widely assorted films and film sizes, both black-and-white and color. And most important, he's being encouraged to think of himself as a *reporter,* making pictures that add dimension to the printed story. That's why today he has different attitudes, perspectives, conceptions, and responsibilities—along with an overwhelming respect for his role as a member of the profession."

Since 1954, members of that profession convene annually to single out the News Photographer of the Year. Their award citation is "for initiative, dership and service in advancing the goals of the NPPA *in the tradition of Joseph Costa.*"

The italics are ours—to emphasize the tribute implicit in that yardstick.



"Death of a Ship"—Final shot in a seventeen-photo sequence pictured from a fifty-foot altitude. Costa circled the area for hours in a small plane to document the sinking of a freighter off the New Jersey coast.



"Life in the Deadpan"—First published news photo taken by "speed light" or electronic flash shows a snarling Joe Louis applying a KO uppercut to Arturo Godoy's jaw. (This is one of the Costa pictures in the Smithsonian's permanent collection.)

"Tracer Bullets"—Combined flash and time exposures caught this picture of Harlingen Gunnery School trainees learning how to protect bomber planes.

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CRISIS FOR THE INDEPENDENT DAILY

By JOHN TEBBEL

WHATEVER its faults may be, and they are not inconsiderable, the American newspaper was once again proving its absolute indispensability as the old year ended last month. And as 1963 began, it was facing what may well prove to be a critical, even a decisive, period in its history.

For it is not too much to say that the life-and-death struggle between the International Typographical Union and the New York City publishers, which closed nine newspapers in the city on December 8, is a major symptom of an illness that could mean, ultimately, the death of the independent big-city daily in America.

The crisis goes far beyond the inconvenience caused to more than 5,000,000 newspaper readers in the nation's largest community, and beyond the issues on the bargaining table in this particular strike. Its potential economic effect far exceeds the already staggering loss which industry, city, and state would sustain if the strike were settled as these words are written, a week before Christmas.

This strike was not mainly about wages and hours; printing tradesmen are far from being exploited. It was about automation, a formidable problem which larger, more prosperous industries are going to have to face up to. It was about a struggle between the ITU and the Newspaper Guild for power. It was about the ability of a business uniquely situated in the nation's economic life to exist in a labor-management pattern intended for mass industries. It was about the nature of collective bargaining itself.

The facts seem simple enough. It is historical truth, easily documented, that big-city dailies have been undergoing a steady profit squeeze which began early in this century, when advertising and not circulation began to be the lifeblood of newspapers. Three continuing factors have since combined to drive them to the wall. One is the decentralization and inner decay of large cities, which has cut retail display advertising and helped to reduce the number of big independent dailies while encouraging the growth of chain journalism and the rise of small daily and weekly suburban newspapers. A second factor is the advent of television, which has had a depressing effect on national advertising in competing media. The third factor is one that affects all industry, the constant rise in the cost of doing business because of the increased cost of materials and labor.

It is a fact, furthermore, that the newspaper business is traditionally a low-profit enterprise. Fortunes have been made in it, true, and there are rich publishers today, some of them living off the tax advantages of the past, but their accumulations are inconsequential compared with other entrepreneurs of big business. For most, the profit margin has always been narrow. For many newspapers, in and out of New York City, that margin has shrunk perilously close to the vanishing point. Only a successful chain can afford to run one or two of its newspapers at a loss indefinitely. Only the hope of ultimate profit keeps an independent publisher pumping money into a failing property.

When strikes occur in other industries, the increased cost of doing business after a settlement is usually passed on to the unorganized consumer, who has no choice but to pay a higher price for the product, if he wants it. The newspaper publisher no longer has that alternative, or if he does, he is either near or at the limit. As studies repeatedly show, a fifteen-cent daily newspaper would meet ruinous consumer resistance, and even a little resistance would be too much in the industry's present situation. Nor is there any hope of reducing the cost of materials.

One other alternative presents itself. The largest single cost item in the production of a newspaper, from small weekly to big daily, is in the composing room, where machines and men make the physical newspaper. For some time there has been an exciting technological breakthrough in printing, through the use of various electronic devices to set type and new methods in the presses themselves, as well as other machines of a kind that are bringing automation into every industry. The printing unions have not only resisted all efforts to cut composing room costs, which is only natural, but they have clung stubbornly to established and expensive featherbedding practices for which no logical defense can be made.

Thus, blocked in every direction, the publishers are not able to deal with the profit squeeze, and in this extremity they are confronted with new wage demands—in New York, Cleveland, Minneapolis, St. Louis, and other cities. The number of dead and consolidating dailies mounts every year.

If one or more newspapers die in New York as a result of the strike, it will hardly matter to the thousands of men and women out of work whether it was suicide, as the unions claim, or murder, as the publishers assert. Nor will the settlement, whatever it may be, really settle anything. It will only further cut the profit margin of every newspaper, casting more doubt on the ability of some to survive. And when the new contracts expire, there will be new negotiations, perhaps a new strike, and inevitably in any case another increase in operating costs. Collective bargaining, as it is now practiced, can function only in an affluent industry. The newspaper business is far from affluent, and the kind of bargaining it is being asked to undertake these days has no relation to the realities of its profit-and-loss system.

If the ITU is trying to set a national pattern in New York, as it is said to be doing, the pattern the printer's union is setting is one of disaster, for itself and the editorial union which must support it, regardless of the even greater loss it is likely to endure. The simple truth is that the American newspaper business is in one hell of a mess. It is facing a showdown in industrial relations, which is the herald of a coming storm of momentous proportions in the whole of American business. Those of us on the sidelines can only pray that there is enough sanity, enough foresight, and enough men of good will on both sides to meet this serious illness of our society head on and cure it before we reach the point of no return.

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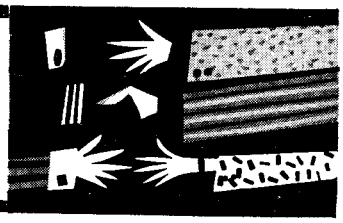
Public Relations



PR and Secondary Education

By L. L. L. GOLDEN

SINCE the end of World War II American business has accelerated its interest in education. Contributions to colleges and universities have steadily increased. Money has gone for new buildings, for scholarships, for chairs of study, for special research projects. The larger corporations in particular have aided colleges and universities as part of their responsibility as corporate citizens, to whom it is good sense and good business to help assure effective higher education.

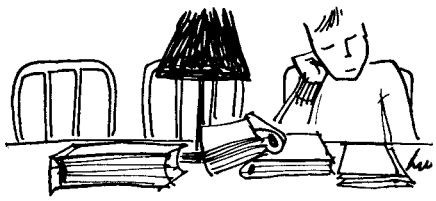
But one of the most interesting corporate activities in education is a program that works almost wholly at the secondary school level. It provides aid to secondary school education in the communities in which it has operations, and will probably be followed by programs sponsored by other intelligently directed companies interested in their community relations.

The International Paper Company, which started this project, has for many years felt a special responsibility to the communities adjacent to its pulp and paper mills, six of which are in the North and ten in the South. They lie in a total of twenty-three Northern and Southern public school systems. The International Paper Company Foundation, whose officers are all employees of the International Paper Company and whose directors are also directors of the company, had planned a scholarship program for graduates of high schools in the mill communities. Then, at the suggestion of John S. Dickey, president of Dartmouth College, the decision was made to work directly with the public secondary schools instead. The result of this action, taken in 1955 under the aegis of John H. Hinman, then chairman of the board of the International Paper Company, has been a program which has the strong support of educators interested in the improvement of the secondary school system.

After consultation with secondary education specialists at Teachers College, Columbia University, and at the School of Education at Auburn University in Alabama, the pattern of the program was developed. And that pattern is as simple as it is wise.

The initiative is left entirely with the individual school system. Available to each system are the skilled professional services of a coordinating institution, Teachers College in the North and Auburn in the South, to help work out the project the school system selects. Neither International Paper nor its foundation makes any suggestions to the schools on educational matters. The limit of company function is in the field of budget.

EVEN the limitations of the areas to be supported were worked out with the cooperation of the coordinating colleges and the various school systems. The broad principles developed at the start of the program to define the kind of project for which a grant would be made are: there will be no interference with local school authorities; support is limited to school systems directly serving the communities where the company's paper mills are located; interest is focused on the instructional and guidance program at the secondary school level with no grants for buildings or athletic or other extracurricular activities; no grants are made in areas already part of the normal tax-supported school program; grants are made on an annual basis to provide "seed money"; projects are directed toward cooperative ventures involving local lay and professional groups.



The program began to function in the 1956-57 school year. By the end of the 1962-63 school year, grants will have been provided for ninety-seven curriculum studies; ninety-nine for studies in teaching methods; sixty-two for staff training; twenty for programs for gifted children; forty-seven for remedial programs; eighty-nine for testing and guidance programs; six for cultural programs; thirty-nine for general programs; twenty-four for parent programs in school community relations; still others in student exchange and administration improvement. The total is 497 projects.

While the basis of the entire program is the school project, there are now also annual school administrators' conferences, which are part of the liaison machinery between the two coordinating academic institutions and the foundation. Five-week summer workshops are held for teachers in the school systems covered. They are in science, mathematics, guidance, social studies and language arts. Since their beginning in 1956, 792 teachers have attended these workshops.

How has this all worked out for the company and the foundation? Both are happy that they have found a way to help the schools serving the communities in which they have mills. The school authorities are pleased, for this seed money for projects provided by the foundation has enabled them to have the experimental work done without cost to them. If they like the results, then the projects become part of the tax-supported program of the schools. The school administrators and the teachers feel they are improving the education of their pupils as well as their own knowledge and skills.

ONE mark of the success of the program is that, so far, fourteen doctoral theses have been written either on the overall program or on various phases of it, such as evaluation of the Northern and Southern programs. Thirty-nine graduate students at Teachers College and Auburn have worked on the program. In the twenty-three participating school system, 3,244 teachers and 78,520 students were involved as of June, 1962.

The total cost to the International Paper Company Foundation clearly shows how the program has grown. In 1955, the year the first survey was made, the cost was $25,000. In the 1956-57 school year, the first year of the program, the cost was $182,100. For the 1962-63 school year the cost of the program is $326,688, of which some 25 per cent goes to Columbia's Teachers College and Auburn's School of Education, which are retained by the foundation to provide services to the schools covered.

There are lessons in what International Paper Company is doing, particularly for management and for public relations practitioners. And perhaps the main lesson is that the best kind of community relations program is one based on careful planning, long thought, and a real desire to make a contribution to the community.

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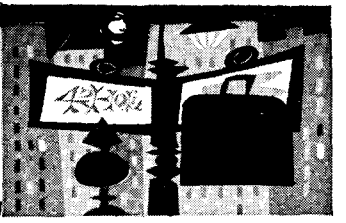
Madison Avenue



Honesty in Advertising

By PETER BART

THERE has been renewed discussion lately of an ancient issue: What constitutes an honest or a dishonest advertisement?

In the early days of advertising, when both the technology and the strategy of mass persuasion were relatively straightforward, the question posed no great difficulty. An ad was deemed dishonest if it claimed that a product could do something that it could not do. If the claim was valid, the ad was valid.

Today, however, the issue of honesty in advertising has become badly muddled. As advertisers have become increasingly sophisticated in the use of the television medium, they have discovered a vast gray area between honesty and deception. Moreover, the increased reliance of advertisers on imagery rather than reason has eliminated the objective criteria for judging honesty or dishonesty.

The growing complexity of the honesty-in-advertising issue was recently explored with unusual candor by Marion Harper, Jr., chairman of the American Association of Advertising Agencies and also chairman of Interpublic, Inc., the parent company of McCann-Erickson.

In a talk delivered before a meeting of the "Four A's" Mr. Harper noted that modern advertising consisted basically of two distinct types of persuasion. The first type involves objective statements concerning a product ("this paint dries fast") which can be verified or disproved in the laboratory.

The second type of persuasion, however, is basically subjective in nature, and it is this type that is experiencing the swiftest growth. "Business today projects a product not primarily in terms of its chemical and physical properties but through the language of imagery," Mr. Harper said. "An ad attempts to reproduce a product experience before the product is bought. The prospect is invited to experience certain satisfactions vicariously through advertising media."

The principal objective of modern advertising, Mr. Harper emphasized, is to establish, not utility, but "psychological value."

All this, of course, presents problems. "Psychological value" cannot be verified or measured. As Mr. Harper himself states: "It isn't likely we will ever have a Bureau of Standards by which we can judge the representation of subjective values as fair or unfair, false or misleading."

What bothers many critics of Madison Avenue, however, is the fact that "image" advertising can be just as deceptive as "objective" advertising. A dramatic example of this is provided by toy commericals on television.

In presenting their toys to their admittedly unsophisticated audience, the toy makers seek to give viewers "vicarious satisfaction" in an effort to establish "psychological value," to use Mr. Harper's phraseology. Thus a toy advertiser attempting to sell a small, immobile model plane does not show its plane: It shows films of a vast formation of sleek jets streaking across the sky, and engaging enemy craft in combat.

This sort of advertising successfully establishes psychological value, but when the children actually buy the toys their psyches experience a sudden deflation.

A YEAR ago Stockton Helffrich, the sincere and articulate manager of the National Association of Broadcasters New York Code Office, decided that it just wouldn't do for the TV industry to throw up its hands and say that "image" advertising could not be regulated.

Mr. Helffrich set about to develop a series of "guidelines" for toy advertising aimed at bringing some of the "images" down to earth. The guidelines, among other things, warned advertisers not to "glamorize" their toys and not to show real-life scenes of swooping planes and ships under sail without clearly enumerating the performance limitations of the toys being advertised. Wherever possible, it was stated, toys should be depicted in a realistic "play environment."

No one—including Mr. Helffrich—would claim that these guidelines have eliminated all of the deception from toy advertising. But at least they represent a long-overdue initial step in tackling the problem. Mr. Helffrich's office is now at work developing guidelines applicable to other product categories.

The Federal Trade Commission also has made attempts to curb advertisers who went too far in trying to establi "vicarious satisfactions." But, in so doing, the FTC has had problems with the judiciary.

Several weeks ago, for example, the United States Court of Appeals surprised many advertisers by setting aside the widely publicized FTC order in the so-called sandpaper case.

The case involved a television commercial for an aerosol shaving cream called Rapid Shave made by the Colgate-Palmolive Company. In the ad, Rapid Shave was applied to what was described as sandpaper and the sandpaper was shaved clean. The relevance of the sandpaper to shaving is perhaps dubious, but the advertiser apparently felt that this supremely irrelevant demonstration would improve Rapid Shave's "psychological value."

What bothered the FTC, among other things, was that the "sandpaper" was not sandpaper at all—it was plexiglass on which some sand had been sprinkled. The Commission thus ruled that the ad was deceptive and barred the advertiser and its agency (Ted Bates & Company) from using this or similar "artifices."

THE Court of Appeals, howeve thought the FTC too harsh. While acknowledging that any substitution "constitutes a misrepresentation of a sort," the court held that there is nothing misleading about an artifice if its only purpose is to "compensate for deficiencies in the photographic process." The court also argued that the FTC ruling was too all-encompassing in banning all substitutions by the company and agency in the future.

While the FTC order failed to stand up in court, it at least marked an effort to come to grips with the vast "gray area" between honesty and deception in electronic advertising. In the days when the only ads were print ads, "artifices" and "substitutions" posed no problem. But the technology of persuasion has made some extraordinary advances—advances that have rendered obsolete the traditional regulatory criteria. And Madison Avenue's new language of imagery is ideally suited to take full advantage of these technological advances.

It is clearly inappropriate to throw up one's hands and suggest that no "Bureau of Standards" can regulate the doings of Madison Avenue. The char ing strategy and technology of mass persuasion make it all the more vital for regulatory and self-regulatory bodies to update their thinking on what constitutes "truth in advertising."

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CHILDREN AND

VIOLENCE

"The child who is conditioned by screen and parent to identify only with the one who lands the blow, never with the victim, loses the humanizing power of compassion. *** We are never permitted to see very much of the man who is going to die. We must not learn to care for *him*, to feel that *his* death matters; otherwise our enjoyment of his violent end will be weakened."

This is Jessamyn West writing, in January Redbook, calling attention to the unimaginative "clean" view of violence infecting a whole generation. A steady stream of similarly thoughtful, mind-stretching articles has made Redbook the most popular magazine for Young Adult families; they appreciate Redbook's respect for their literacy and purposefulness. As a result, circulation is one of the fastest growing among all magazines. And advertising linage grows apace, climbing at a rate rarely exceeded by others.

REDBOOK

230 Park Avenue, New York – Chicago, Boston, Los Angeles, San Francisco and Philadelphia.

Circulation Base: 3,600,000

Letters

Continued from page 86

harangue suggests any positive good that might derive from canceling Canon 35. And no matter how fervently he protests ". . . not because I want to sensationalize . . ." (*his* vulgar usage, not mine), I can't help remembering those city editors and their circulation hunger. And I can't help remembering how a poor slob feels when he's run afoul of the law.

BURTON WOHL.

Studio City, Calif.

MR. BRUCKER is somewhat less than candid when he says "perhaps" the press, radio, and television will exploit the abolition of Canon 35 for financial gain. Rarely, if ever, have they had any other incentive than profit, and Mr. Brucker knows that it is the compelling motive in their present attempt to abolish Canon 35.

To ask that photographers and broadcasters in the courtroom be given a fair trial is to ignore the record made, particularly by the press, in the reporting of crimes. Every lurid detail is lovingly recorded; police officers are quoted at length; statements of witnesses, the accused's past, and alleged confessions are printed in full.

The matter is not being judged *a priori*, as Mr. Brucker suggests. There is nothing hypothetical about trial by newspaper. Cameras and microphones in the courtroom would provide the spectacular touch so necessary to television, and prospective jurors could try the entire case in their living rooms.

Rather than relax Canon 35, the bench and bar should strengthen it in the manner of the British practice by limiting comment prior to trial to a brief statement of the facts of indictment and arrest. A criminal defendant would then have a better chance to be judged by jurors who are free from prejudice.

Let the press, radio, and television first refrain from violating the guarantee of a fair trial. They will then come before the court with clean hands to be given a fair trial.

JOHN J. CALLAHAN.

Toledo, O.

NOT AT THE EXPENSE OF PRINCIPLE

FOR SOME YEARS the democratic nations have been faced with a difficult problem—how to deal with an unscrupulous adversary.

Arthur Sylvester's remark, "The results [of using news as a weapon during the Cuban crisis], in my opinion, justify the methods we used" [*SR*, Dec. 8], may be paraphrased, "The end justifies the means." Has the Administration concluded that the problem's solution lies in the use of the Soviets' own tactics of expedience?

I am as anxious as the next American to see our nation prevail in the present world struggle. But our victory will be meaningless if it is at the expense of our principles.

WILLIAM B. GILLOOLY.

Magnolia, Mass.

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Canada

Continued from page 45

industries, but American and British subsidiaries benefit from the research done on parent companies. Independent Canadian companies can make use of the facilities of the National Research Council.

In the case of staple consumer goods we may expect to see more hesitancy about making large percentage reductions in duties. In fact, some of them are excluded from the scope of the Trade Expansion Act of 1962. This is not a class of goods in which Canada has a great interest in exporting but it is of great importance to the countries in process of development. These countries are badly in need of foreign exchange to finance their programs of development. Because these are labor-intensive goods, the center of gravity for the export of many of these commodities has moved to Asia.

One of the most difficult problems that will confront the forthcoming tariff conference will be how to deal with the legitimate aspirations of Japan and countries in process of development for outlets for this class of goods. The precedents that have been created for voluntary limitation of the export of sensitive commodities and for safeguarding clauses point the way to partial solutions of this problem. The provisions for Adjustment Assistance in the Trade Expansion Act of 1962 can also be of help in this connection.

Industrial raw materials account for a very high proportion of total Canadian exports. This is a reflection of the extent to which Canada is blessed with natural resources. The prospect of further prosperity and increased economic growth resulting from the enlarged Common Market in Europe should give Canadians renewed confidence in the future of their country.

It is when we come to agriculture that we find an entirely different outlook from the prevailing liberal approach. In the European Economic Community the virtues of competition are being extolled to an extent that would have appeared unbelievable only a few years ago. This, however, is confined exclusively to the industrial sector; it has no counterpart in the agricultural sector. Here extreme protectionism is still the order of the day. The political strength of the farming community, security considerations, and the social problems inherent in any disruption of agricultural stability have excluded agriculture from the general trend toward more competition.

This is not a new experience for the exporters of agricultural products. They have been waging an unproductive battle in GATT on this point ever since it was established. Generally speaking, quotas are barred by GATT except for balance-of-payments reasons. The United States, over the stiff opposition of the agricultural exporters, had to secure a waiver to permit quotas on farm products. Several European countries did likewise. Others have continued to maintain such agricultural quotas on industrial products generally.

The agricultural exporters should long ago have realized they were fighting a hopeless battle. In the industrial sector the governments of the importing countries have provided their industries with tariff protection but have not guaranteed a market for the products of these industries. In the agricultural sector they have done just that. They have guaranteed the farmers the sale of all they could produce at stated prices. The system of variable levies may be said to be a step forward in that it does not involve control over quantities. But what is worrying exporters of agricultural commodities is that this system may so stimulate production within the Community that there will be progressively less need for imports in the enlarged Community. Everything depends upon the uniform prices eventually established by the Community for the different products. On this point the interests of the United States and the other exporting countries are identical.

The Community, largely on French inspiration, proposes that the situation should be dealt with by means of agreements relating to each of the main commodities. It is suggested that conferences be held during the course of 1963 for the purpose of concluding such agreements. Wheat is the commodity of main interest to Canada. For this commodity the French idea is that the exporting countries should raise their export prices to the level of the United States support price, or even to the Community support price, and that the increased income so realized should be used to finance sales at lower prices to countries deficient in basic foodstuffs. The proposal would appear to involve control over production and agreement on the level of support prices. Canadians instinctively shy away from the whole idea because they feel it may deprive them of the great advantages nature has given them.

The way things are shaping up appears to indicate that the whole of the year 1963 will be taken up with discussions on agricultural commodities and that the year 1964 will be devoted to the multilateral tariff negotiations. It will take most of this year to prepare for the negotiations. The ministerial meeting of GATT should take place only when there is reasonable assurance that the British have been successful in their negotiations for entry into the Community and when the GATT committee meeting in Geneva has produced a plan for the consideration of the ministers. This may be anywhere between February and May of 1963. Then six to nine months are necessary for countries to make their preparations for the tariff negotiations. January, 1964, therefore, would appear to be a reasonable estimate of the earliest possible date for the start of the tariff negotiations. It is desirable that before the tariff negotiations commence, the situation pertaining to agricultural commodities should have been clarified in order to assure the active participation in the negotiations of the countries exporting these commodities.

Whatever the outcome of the agricultural discussions, Canada is now committed to taking an active part in the tariff negotiations. More and more Canadian opinion is becoming convinced that these negotiations offer the best opportunity for Canada to offset the disadvantages for Canadian trade resulting from British entry into the European Economic Community. It cannot be said, however, that Canadian opinion is yet fully prepared for the broad scope of the tariff reductions that may be proposed.

Cattle Drive

(Eastern Colorado)

By Ernest Kroll

WHITE-FACED Herefords find the road
Difficult to keep their feet on
When they would rather turn and graze
Than go, they sense, where cattle go,
Nose to tail and dewlap low,
Between the fatal rows of fence,
The dust about them in a haze,
Each face sad as Buster Keaton.

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Mexico

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African preferential system with respect to those products whose exports are vital to some of our countries.

2) The total elimination of consumption taxes in Europe on certain foodstuffs produced in tropical Latin America.

3) Satisfactory access to European markets for our temperate-zone foodstuffs and basic commodities of agricultural origin.

4) The lowering of tariffs on Latin American manufactures.

5) Increased European participation in international aid programs for Latin America.

6) The expansion of technical cooperation and developmental assistance to our countries.

What other alternative is left to Latin America than to negotiate these issues with Europe?

I would not be surprised if proposals were made for the establishment of a Pacific regional trade grouping. This idea frankly does not appeal to me, although my own country is both an Atlantic and a Pacific nation in a geopolitical sense.

In the first place, except in the case of the United States, Canada, and Japan, there is as yet no tradition of continued economic intercourse among the countries that surround the Pacific. Secondly, we find within the so-called Pacific group the most advanced and the most underdeveloped nations. On our side of the Pacific we find, along with the United States and Canada, some underdeveloped nations. On the opposite shores are located not only Japan and Australia, but also the Philippines and Indonesia. Almost the only thing common to all of us is our geographic location in the Pacific basin. Thirdly and finally, the Pacific countries either already belong to a certain regional economic grouping or have their principal line of interest outside the Pacific area. For many reasons the United States has its closest links with Western Europe. Aside from the outcome of Britain's EEC negotiations, Canada, Australia, and New Zealand will without doubt continue to enjoy their special relationship with the United Kingdom. Japan's primary interests lie in Southeast Asia, and we Latin Americans have just launched our own regional economic grouping. It is hard to see in these circumstances how a Pacific regional economic cooperation mechanism, covering the whole area, can be established unless it were so loose as to become meaningless.

We might, however, think about something less ambitious but more practical, taking into account the experience of an extremely useful cooperative mechanism, the Colombo Plan, which has functioned on the Asian shores of the Pacific since 1951. As Canada's Prime Minister Diefenbaker said last year on the tenth anniversary of that regional aid and assistance program, "The Colombo Plan arose out of, and in turn has contributed to, the realization that the economic progress of all the areas of the world is an essential element of any satisfying and enduring peace. I refer not only to the large hydroelectric projects, the irrigation schemes, the fisheries plants, the cement plants, and the many other major undertakings which have been carried out under the Colombo Plan, but also to the spirit of international cooperation and good will which is such an essential and inherent part of the Colombo Plan concept. The implementation of the Colombo Plan is an outstanding example of what individual nations can achieve when they unite in meeting their obligations to one another."

COULD we not follow this example in our region and mobilize, for the benefit of Latin America, skills of such countries as Canada, Australia, New Zealand, and Japan, whose present relations with our region are almost exclusively of a commercial nature?

Such a mechanism should be very well received in America, which is currently engaged in a cooperative development effort under the Alliance for Progress. It would follow the thinking of the most enlightened citizens of the advanced countries who, like the outgoing President of the International Bank, Eugene Black, advocate the multilateralization of economic aid and assistance. It would add another dimension to the Alliance for Progress and would diminish somewhat the financial burden now carried by the United States in Latin America. It would also help to dissipate lingering doubts in Latin America regarding the behavior of some advanced countries which seem to consider us as nothing but promising export markets. Finally, it would help those progressive and dynamic groups in Latin America who are convinced that the solution of our common problems requires not only the dedication of our efforts but also a coordination of the trade and aid policies of high-income regions. The growing acceptance of the idea of forming international aid consortia, first implemented in India and now being extended to other areas and countries, attests to the validity and feasibility of my approach.

Down Under

Continued from page 34

quite heavily to aid programs, but their efforts do not aproach the proportion of national income the United States devotes to aid. Pressures will grow for us to do more. More difficult is the problem of absorbing more low-cost manufactures from Asia. Australia's experience with Japan suggests that the problem can be handled provided restraint is exercised by the supplier. The readjustment provisions of the United States Trade Expansion Act, applying to industries damaged by freer import competition, may offer a guide. And it may even prove necessary to vacate certain fields, such as some cheap textiles, in favor of the underdeveloped nations.

Eighth, (and this is most important), in all these matters there is little that Australia and New Zealand can do alone. Yet successful world policies are vital. Therefore these two countries, aligned with the West, enjoying advanced economies but dependent on economic growth and political stability in Asia, must look for "outward-looking" rather than "inward-looking" policies in North America and Europe. America has amply proved itself in this regard in its general political and aid policies. Europe, to Australian and New Zealand onlookers, has not yet adequately passed this test. If American policy for advancing the security and economic growth of the free world is to be effective, Europe may need to become more clearly a full partner in the common enterprise of making world policies of trade and aid more effective. There are some signs—evident in a willingness to join in negotiations for international commodity agreements—that the European Economic Community may yet recognize its world responsibilities.

ALL told, a great reshaping of policy is taking place. The Common Market in Europe has been a major factor, but not the only stimulus. The political and economic conditions ruling in Asian countries have assumed great significance. Ties with the United States are likely also to become more, not less, important.

One thing above all is clear: Australia and New Zealand are part of a world community. They cannot live by themselves. They occupy a special position in the Southwest Pacific which makes them acutely conscious of the interdependence of the free world. Their policies will certainly reflect this fact.

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ART

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(Continued on page 102)

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(Continued from page 101)

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Reg. U.S. Patent Office

By Doris Nash Wortman

DEFINITIONS

A. What a French girl calls her make-up.

B. In the position of having lost financially (3 wds.).

C. One of the most popular books for girls ever written, now almost 100 years old (2 wds.).

D. Actaeon's powerful dog, turned to stone, whose name means *hurricane*.

E. Foreign statesman whose name was given to the "cocktail" with which Russian civilians defended themselves in World War II.

F. Used up one's supply, esp. if prematurely (3 wds.).

G. Man living in the open, esp. a prospector in Alaska or Canada.

H. Invest (someone) with a freehold estate.

I. Violent denunciation.

J. "The madness", or possession, spoken of in *Kim*.

K. Put into a state of active readiness for war.

Make thin or slender; weaken

WORDS

165 148 70 64 83 51 152 75 2 145

113 188 197 164 178 42 15 24 18 130 155

76 140 49 85 160 134 114 163 12 28 94

30 41 11 112 150 139 209

8 3 201 35 63 90 129

44 200 19 172 68 182 7 166

80 187 88 6 203 96 167 33 25

56 124 111 65 159 5 27

13 180 120 84 46 102 117 194 32

204 184 36 48 173 138 39

91 146 55 72 168 31 133 210

179 95 37 123 109 143 62 17 104

DEFINITIONS

M. Music writing; making marginal notes.

N. Logical place to begin an arduous ascent (3 wds.).

O. Infant less than one month old.

P. Beginning of the Golden Rule (3 wds.).

Q. Noah's basis for assembling his passengers (3 wds.).

R. A cheer (2 wds.).

S. Goddess of war in Gk. mythology, and mother of Ares.

T. Army slang for a Marine.

U. Impairment of vision due to overuse.

V. Habitually without money.

W. One thing to be found among the gold (2 wds.).

X. Salutation to a specific cow (2 wds.).

Y. Portable 15th-cent. firearm.

WORDS

147 175 142 119 74 1 136 153

97 193 174 183 110 53 169 154 69

170 54 177 16 190 59 205

131 198 82 61 9 208 87 4 38 196 98 22

126 157 100 108 127 106 26 89 10

103 52 43 158 99 125 116 202 60

211 135 79 181

195 186 65 73 137 45

192 86 115 21 29 121 185

93 101 176 161 141 23 199 47 156 206 40

122 128 151 191 50 105 207 34 144 92 57 14

189 20 149 118 132 77

78 162 81 71 171 67 58 107

DIRECTIONS

To solve this puzzle you must guess twenty-odd WORDS, the definitions of which are given in the column headed DEFINITIONS. Alongside each definition, there is a row of dashes—one for each letter in the required word. When you have guessed a word, write it on the dashes, and also write each letter in the correspondingly numbered square of the puzzle diagram. . . . When the squares are all filled in, you will find that you have completed a quotation from some published work. If read up and down, the letters in the diagram have no meaning. . . . Black squares indicate ends of words; if there is no black square at the right side of the diagram, the word carries over to the next line . . . When all the WORDS are filled in, their initial letters spell the name of the author and the title of the piece from which the quotation has been taken. Of great help to the solver are this acrostic feature and the relative shapes of words in the diagram as they develop. Authority for spellings and definitions is Webster's New International Dictionary, Second Edition.

	1 M		2 A	3 E	4 P		5 H	6 G	7 F	8 E		9 P	10 Q	11 D	12 C		13 I
	14 W	15 B	16 O	17 L		18 B	19 F	20 X	21 U		22 P	23 V	24 B	25 G		26 Q	
27 H	28 C	29 U	30 D	31 K	32 I	33 G		34 W	35 E	36 J		37 L	38 P	39 J	40 V		41 D
42 B	43 R	44 F	45 T	46 I	47 V	48 J	49 C	50 W		51 A	52 R	53 N	54 O		55 K	56 H	57 W
58 Y	59 O	60 R		61 P	62 L	63 E	64 A	65 T	66 H		67 Y	68 F	69 N		70 A	71 Y	72 K
73 T	74 M		75 A	76 C	77 X	78 Y	79 S	80 G		81 Y	82 P	83 A	84 I	85 C		86 U	87 P
88 G		89 Q	90 E	91 K	92 W		93 V	94 C	95 L	96 G		97 N		98 P	99 R	100 Q	101 V
	102 I	103 R	104 L	105 W	106 Q	107 Y		108 Q	109 L	110 N		111 H	112 D	113 B	114 C	115 U	116 R
	117 I	118 X		119 M		120 I	121 U	122 W	123 L		124 H	125 R	126 Q		127 Q	128 W	129 E
130 B		131 P	132 X	133 K	134 C	135 S		136 M	137 T	138 J		139 D	140 C	141 V	142 M	143 L	144 W
145 A		146 K	147 M		148 A		149 X	150 D	151 W	152 A		153 M	154 N	155 B		156 V	
157 Q	158 R	159 H	160 C	161 V		162 Y	163 C	164 B	165 A	166 F	167 G	168 K		169 N	170 O	171 Y	
172 F	173 J		174 N	175 M	176 V		177 O	178 B		179 L	180 I	181 S	182 F	183 N	184 J	185 U	
186 T	187 G	188 B		189 X	190 O	191 W	192 U		193 N	194 I		195 T	196 P	197 B		198 P	199 V
	200 F		201 E	202 R	203 G	204 J	205 O	206 V		207 W	208 P		209 D	210 K	211 S		

Solution of last week's Double-Crostic will be found on page 12 of this issue.

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The Very Best Buys in American Vacations

A GOOD vacation doesn't depend upon how much you spend. But upon the way a hotel or resort is managed, how the owners try to please you—and upon a hundred other things from a wonderful location to finding plenty of the kinds of activities that interest you most.

In his book *Today's Best Buys in American Vacations*, Norman Ford, America's top expert on low cost travel and vacations, gives you his own personal choices of the very best vacations you can find all over America:

—dude ranches for less than ordinary resorts (this is the book that shatters the myth that dude ranches are expensive);
—the best short freighter trips (plus lake steamers and passenger ships);
—the best buys in MODERATE cost Florida vacations;
—old time inns with old-time atmosphere (stage-coach stops, homes of New England governors, old southern inns, etc.);
—the best spots in all America with housekeeping cabins for really low-cost vacations; low cost sports fishing lodges, where the fish never stop biting;
—really unusual vacations (would you like to fly to the North Pole? visit the Alaska seal islands? spend a vacation with writers, artists, musicians? keep yourself fit at a European-like spa where the prices are low enough to tickle a Scotsman?);
—have a REAL French vacation for only $35-$45 a week in that French colony only a short boat-ride and two days' drive from New York?

WHY TAKE THE SAME STALE VACATION OVER AND OVER AGAIN?

There's so much to do, so many different kinds of vacations, so many wonderful places to visit and stay, you owe it to yourself to get a brand new vacation this year. Even one tip in *Today's Best Buys in American Vacations* will be worth much more to you than the low $1.50 price of this big book. Remember, these are all Norman Ford's own personal selections of the very best vacations in all America. So send for your copy now.

Stop Saying That Travel Is Too Expensive

Passenger carrying FREIGHTERS are the secret of low cost travel

FOR no more than you'd spend at a resort, you can take that trip you've always talked about: to the West Indies, Europe, the Mediterranean, around the world. In fact trips to almost everywhere are within your means.

And what accommodations you get: large rooms with beds (not bunks), probably a private bath, lots of good food and plenty of relaxation as you speed from port to port.

Depending upon how fast you want to go, a round-the-world cruise can be yours for as little as $250-$300 a month. And there are shorter trips. Fast, uncrowded voyages to England, France, the Mediterranean; two or three week vacations up and down the Pacific Coast or elsewhere. Name the port and the chances are you can find it listed in *Travel Routes Around the World*, the world's original and most complete guide to passenger carrying freighters.

This is the book that names the lines, tells where they go, how much they charge, briefly describes accommodations. Hundreds of thousands of travelers all over the world swear by it. During the 25 years in which it's been published, hundreds of travel writers and travel editors have said "To learn how to travel for as little as you'd spend at a resort, get *Travel Routes Around the World*."

It's yours for just $1, and the big 110-page 1963 edition includes practically every passenger carrying service starting from or going to New York, Canada, New Orleans, the Pacific Coast, Mexico, South America, England, France, the Mediterranean, Africa, the Indies, Australia, the South Seas, Japan, Hawaii, etc. There's a whole section called *How to See the World at Low Cost* plus pages and pages of maps.

A big $1 worth, especially as it can open the way to more travel than you ever thought possible. For your copy, simply fill out coupon.

Round the World on a Shoestring

IF you know ALL the ways of reaching foreign countries, you don't need fantastic sums of money in order to travel. You could spend $550-$1000 on a one-way luxury steamer ticket to Buenos Aires, or you can get there for $144 in fares via bus and rail through colorful Mexico, Guatemala, Panama, Peru, the Andes, etc.

You could spend $5000 on a luxury cruise around the world or about $1000 via connecting steamers. You can island hop around the West Indies via plane for several hundred dollars—or see the islands more leisurely by motor schooner for much, much less. There's hardly a place on earth you can't reach for less if you know ALL the travel ways.

Norman Ford, founder of the Globetrotters Club and America's top expert on low-cost travel, has gathered into one handy book dozens upon dozens of specific travel routings to all parts of the world—Mexico, South America, Europe, Africa and the Mediterranean, the Far East, Australia, the South Seas, etc.—so that you can see more at prices you can afford by combining freighters, liners, rail, bus, plane, and other competing services.

Over and over again he proves that you can travel now—that you don't have to wait for some far-off day when you've saved much more money.

$1.50 brings you his big guide *How to Travel Without Being Rich*, the guide that proves now, once and for all, that travel is within the reach of any one who has ever yearned to see far-away places. Send for your copy now.

Where to Retire or Vacation

at what look like prewar prices—and where no one ever heard of nerves or worries

These Are America's Own Bargain Paradises

Norman Ford's new book **Off-the-Beaten Path** names the really low cost Florida retirement and vacationing towns, the best values in Texas, the Southwest, California, the South and East, Canada, and a dozen other areas which the crowds have not yet discovered.

Fabulous places like that undiscovered region where winters are as warm and sunny as Miami Beach's yet costs can be two-thirds less. Or that island that looks like Hawaii yet is 2000 miles nearer (no expensive sea or air trip to get there). Or those many other low-cost, exquisitely beautiful, spots all over the United States and Canada which visitors in-a-hurry overlook (so costs are low and stay low).

Every page of Off-the-Beaten Path opens a different kind of vacationing or retirement paradise which you can afford—places as glamorous as far-off countries yet every one of them located right near at hand. Like these:

- France's only remaining outpost in this part of the world—completely surrounded by Canadian territory . . . or a village more Scottish than Scotland . . . or age-old Spanish hamlets right in our own U. S., where no one ever heard of nervous tension or the worries of modern day life.
- Resort villages where visitors come by the score, so you always meet new people . . . but they never come by the thousands to raise prices or crowd you out.
- That remarkable town where a fee of 3c a day gives you an almost endless round of barbecues, musicals, concerts, picnics, pot luck suppers, smorgasbord dinners and a fine arts program. That southern island first discovered by millionaires who had all the world to roam in . . . and now their hideaways are open to anyone who knows where to find them.

You read of island paradises aplenty in the United States and Canada, of art colonies (artists search for picturesque locations where costs are low!), of areas with almost a perfect climate or with flowers on every side. Here are the real U.S.A.-brand Shangri-Las made for the man or woman who's had enough of crowds. Here, too, are unspoiled seashore villages, tropics-like islands, and dozens of other spots just about perfect for your retirement or vacation at some of the lowest prices you've heard of since the gone-forever prewar days. **They're all in the United States and Canada, and for good measure you also read about low-cost paradises in Hawaii, the Virgin Islands and Puerto Rico.**

Off-the-Beaten Path is a big book filled with facts that open the way to freedom from tension and a vacation or retirement you can really afford. About 100,000 words and plenty of pictures. Yet it costs only $2.

How to Travel—AND GET PAID FOR IT

There's a job waiting for you somewhere: on a ship, with an airline, in overseas branches of American firms, in foreign firms overseas—even exploring if you're adventurous.

The full story of what job you can fill is in Norman Ford's new book **How to Get a Job That Takes You Traveling.** Whether you're male or female, young or old, whether you want a life-time of paid traveling or just hanker to roam the world for a short year or so, here are the facts you want, complete with names and addresses and full details about the preparations to make, the cautions to observe, the countries to head for.

You learn about jobs in travel agencies (and as tour conductors), in importing and exporting concerns, with mining and construction companies. Here's the story of jobs in the Red Cross and the UN organizations, how doctors get jobs on ships, the almost-sure way for a young girl to land a job as airline hostess, the wonderful travel opportunities if you will teach English to foreigners, and the fabulous travel possibilities for those who know stenography.

"Can a man or woman still work his or her way around the world today?" Norman Ford asks in this book as you might ask today. And he replies in 75,000 words of facts. "The answer is still a very definite YES."

To travel and get paid for it, send today for **How to Get a Job That Takes You Traveling** on a money-back guarantee if not satisfied. Price $1.50. Fill out coupon.

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GREENLAWN (Long Island), N. Y.

I have enclosed $..... (cash, check, or money order). Please send me the books I checked below. YOU WILL REFUND MY MONEY IF I AM NOT SATISFIED.

- ☐ How to Get a Job That Takes You Traveling. $1.50.
- ☐ How to Travel Without Being Rich (*around the world on a shoestring*). $1.50.
- ☐ Off-the-Beaten Path—these are America's own bargain paradises. $2.00.
- ☐ Today's Best Buys in American Vacations. $1.50.
- ☐ Travel Routes Around the World (*how to travel by freighter*). $

SPECIAL OFFER: All five books above ($7.50 value) for $6

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Insulated and rigidized for extra comfort. Up to 39% more insulation goes into rigidized Ford-built bodies. There is a *triple* layer of floor insulation — thick insulation overhead to keep out cold, heat and noise.

Extra guards against rust—Zinc-rich primer is sprayed on critical underbody areas. Galvanized steel that resists rust 2 to 3 times longer than ordinary steel is used in other vital underbody parts.

A finish that shines through the seasons. Ford-built cars stay beautiful with minimum care. Two coats of primer are baked to the body steel. Then, two outer coats of smooth, tougher enamel.

Built to resist time and weather better... further proof of Ford-built quality

Every car built by Ford Motor Company is *weatherproofed* to stay newer longer and protect your investment. For instance, galvanized steel is used for underbody parts most subject to rust. Then, there's a more durable, four-coat finish with two outer coats of baked enamel — not lacquer. And all body openings of Ford-built cars are tightly sealed to block out wind and moisture. Great care is given even the smallest items . . . stainless steel screws, for example, at all exposed points. Even the factory-installed coolant which provides anti-rust and anti-freeze protection is good for 36,000 miles or two years. Wherever you look, you'll find the marks of quality that make Ford-built cars last longer, need less care and keep their value better.

FORD: Falcon, Fairlane, Galaxie. **THUNDERBIRD**
MERCURY: Comet, Meteor, Monterey
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